

Up at Manitowoc, Wisconsin they're laying the keel for the biggest, most powerful ore carrier ever designed for the Great Lakes. By autumn she'll be ready for launching and next spring will join the Inland fleet, carrying raw materials to Inland's Indiana Harbor Works. She'll be big—a veritable giant among ships—longer than a 50-story skyscraper is high. And she'll be hungry—gobbling more than 50,000,000 pounds of iron ore at a feeding. Her name? The "Edward L. Ryerson," after the former Inland chairman, and one of the oldest names in steel. She'll bear the name proudly while making her contribution to Inland's long-range expansion program—a program designed to meet the growing needs of industrial Mid-America, now and in the future.

Building today, with an eye to tomorrow

RESERVED  
FOR  
FALL,  
1959



## INLAND STEEL COMPANY

30 West Monroe Street • Chicago 3, Illinois

Sales Offices: Chicago • Davenport • Detroit • Houston • Indianapolis  
Kansas City • Milwaukee • New York • St. Louis • St. Paul

*Other Members of the Inland Family*

JOSEPH T. RYERSON & SON, INC.  
INLAND STEEL PRODUCTS COMPANY  
INLAND STEEL CONTAINER COMPANY\*  
INLAND LIME & STONE COMPANY\* *Division*



# New absorption unit with Gas as the boiler fuel provides low-cost air conditioning...

If you've been considering air conditioning, it will pay to get the facts on the modern absorption refrigerating unit. This unit operates on the simple, time-tested principle of evaporative cooling and uses hot water or low pressure steam as its source of energy. Its simple construction, automatic operation and minimum maintenance requirements make it ideal for industrial and commercial use. Seasonally idle or excess boiler capacity is put on a year 'round paying basis. When used in combination with Gas as the boiler fuel, it provides truly economical air conditioning. Here are a few of its advantages:

**Push-button control**—Just a push of the button starts the completely automatic unit.

**Tap water used as refrigerant**—Simple, inexpensive drinking water is used as the refrigerant to provide safe, efficient operation.

**Smooth, quiet operation**—There are no high speed rotating components. Noise and vibration are at a minimum. No special sound or vibration precautions needed in basement or roof top installations.

**No damage from overloads**—Sudden or continuous overloads merely cause the chilled water temperature to rise—there are no large motors, seals or bearings to be damaged.

**Minimum supervision**—Automatic controls and simple operation eliminate the need for highly trained personnel.

**Minimum maintenance**—The machine has no major moving parts, only a few very small pumps and motors. There are no large drivers or switch-gear to require attention.

**PLUS Economy**—With Gas as the boiler fuel—on summertime rates—operating costs are cut to a minimum. The absorption type air conditioner using steam or hot water from a Gas-fired boiler will actually pay for itself in a surprisingly short time.

■ For more information call WAbash 2-6000, Extension 2449. One of our engineers will be glad to discuss the modern absorption type air conditioner and the application of Gas to your particular needs.

THE  
**PEOPLES GAS**  
— LIGHT AND COKE COMPANY —

INDUSTRIAL DEPARTMENT



Volume 56 • Number 4 • May, 1959

## Contents

Why the U. of I. Should Be South of Loop.....	By Earl Kribben	15
How Healthy Are You?.....	By Phil Hirsch	16
Business Highlights in Pictures.....		18
The Phony "Billion Dollar Bundle".....	By Robert C. Tyson	19
Special Architectural Honor Award Section.....		21-84

## Regular Features

How's Business? .....	7
Here, There and Everywhere.....	10
Eye on Chicagoland.....	11
The Editor's Page.....	13
Industrial Developments in the Chicago Area.....	87
Transportation and Traffic.....	91
Chicago-Overseas Ship Sailings.....	93
Association News .....	94

**Published since 1904 . . . by the Chicago Association of Commerce and Industry • 30 West Monroe St., Chicago 3, Ill. • FRanklin 2-7700**

Alan Sturdy, Editor

Carroll Jones, Associate Editor

Gordon Rice, Advertising Manager

Published monthly by The Chicago Association of Commerce and Industry, with offices at James and North Cook Streets, Barrington, Ill., and 30 West Monroe Street, Chicago 3, Ill. Subscription rates: domestic \$3.50 a year; three years \$7.50; foreign \$4.50 a year; single copies 35 cents. Reentered as second class matter June 2, 1948, at the Post Office at Barrington, Ill., under the act of March 3, 1879. Copyright 1959 by the Chicago Association of Commerce and Industry. Reprint permission on request. Executive and Editorial Offices: 30 West Monroe St., Chicago, Telephone Franklin 2-7700. Neither Commerce nor The Chicago Association of Commerce and Industry sponsors or is committed to the views expressed by authors. Cover design copyrighted.

POSTMASTERS ATTENTION: Copies returned under labels Form 3579 should be sent to 30 West Monroe Street, Chicago 3, Illinois



### In This Issue

Honor awards for five new buildings, citations of merit for six other construction

projects and a fine arts award for sculpture were made at a Civic Pride Luncheon culminating the fifth annual architectural awards contest sponsored by the Chicago chapter of the American Institute of Architects and the Chicago Association of Commerce and Industry. Pictures of the winning buildings and of some of the honor award and merit winners will be found in a special 64-page section starting on page 21.

Other features include an expert analysis of why the area immediately to the south of the Loop is the "closest approach to a 100 per cent perfect location" for the permanent branch campus of the University of Illinois by one who has carefully studied the problem, Earl Kribben, vice president of Marshall Field & Co. and vice president for Community Development of the Chicago Association of Commerce and Industry (page 15). What is to be built, he points out, is a great "cathedral of learning" that will serve generations to come and, if possible, enhance the city as well; therefore the time element required to reach a decision should be secondary.

The older we get the more susceptible we become to ailments and diseases. Cancer, diseases of the heart and circulatory system, diabetes, kidney trouble, peptic ulcer and many other fatal or crippling ailments become an increasingly major threat after 40. If you want to catch them in time, you'd better get a periodic physical examination the minute you hit middle age, warns Phil Hirsch on page 16.

"There is no way for the steel union group to get an unearned billion dollars more without others undeservedly getting a billion dollars less," says Robert C. Tyson, finance committee chairman of United States Steel Corp., in an article well worth reading on page 19—"Phony Billion Dollar Bundle."



# The seaport that





# 2250 miles from sea!

Everyone knows that the enlargement of the St. Lawrence Seaway will make Chicago one of the busiest seaports in the world.

But the Continental didn't wait for it.

For more than 75 years, now, our International Banking Department has been one of America's biggest and busiest. On a typical day, this department will exchange 1454 cables, wires and pieces of mail with 45 foreign countries, sending cargo sailing over 250,000 miles. Nor is this an "armchair" operation.

Our officers make frequent trips to commercial centers in countries around the globe . . . calling on bankers and business men everywhere from Holland to Hong Kong.

If you're interested in international trade, you'll find many advantages in dealing with men "who have been there."

*Visit the Continental Illinois exhibit at the Chicago International Trade Fair and Exposition, July 3rd to July 18.*



*. . . well named,  
the "Continental"*

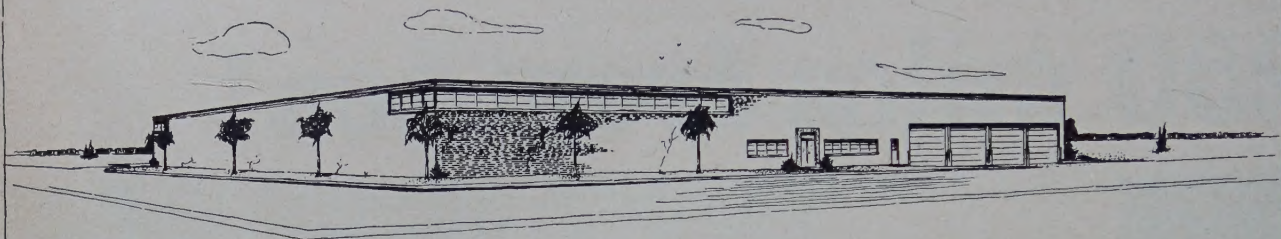
## CONTINENTAL ILLINOIS

**NATIONAL BANK AND TRUST COMPANY  
OF CHICAGO**

LASALLE, JACKSON, CLARK and QUINCY STREETS

Member F.D.I.C.





Rendering of New Plant now under construction for Vick Enterprises Distribution Warehouse

## Thirteen New Plants Now Located in Clearing's 73rd Street District

73rd Street and Cicero Avenue

### A NEW MODERN DISTRICT FOR MODERN PLANTS

Choice Sites Available

Clearing Industrial District, Inc., has four modern industrial districts in the Chicago area. The company offers the services of a complete engineering and construction department, architect and financing on either a long term lease or purchase contract; in short, every detail toward a completed project.

For further details address inquiries to "Clearing Industrial District, Inc., 38 South Dearborn Street, Chicago," or call RAndolph 6-0135.

# CLEARING INDUSTRIAL DISTRICT, Inc.

FIRST NATIONAL BANK BUILDING

CHICAGO 3, ILLINOIS



THE direction of business activity for the Chicago Metropolitan Area continued its steady upward movement in March. An all-time high record in steel production for any one month was established in March, when 2,160,000 tons were produced. This was 20 per cent greater than the highest steel producing month in 1958, and 167,000 tons over the previous record month of December, 1956. Another all time high monthly record was recorded in March when industrial gas consumed in the City of Chicago mounted to 19,647,000 therms. The Index of Industrial Production for this area again moved

upward to 134.0 in March, almost 24.5 per cent over March of last year. This is the eleventh successive monthly rise for the index. Electric power production also continued its uptrend, exceeding March, 1958, by 13 per cent.

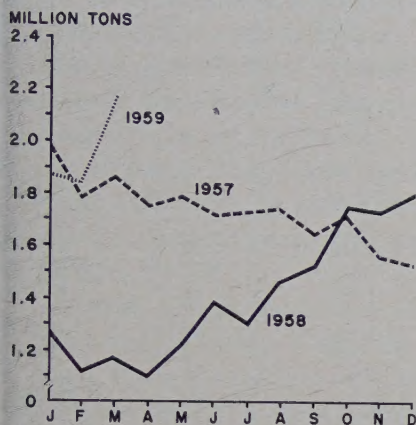
Department Store Sales in the Metropolitan Area moved ahead in March to an index figure of 121 on a seasonally adjusted basis (1947-49=100). Sales were 8 per cent above January and close to 3½ per cent above February of this year. The Consumer Price Index edged up 0.1 per cent from February to March.

Due largely to an upsurge in hiring, unemployment in the Chicago area (covering Cook and Du Page Counties in Illinois, and Lake County in Indiana) declined from 215,000 in February to 190,000 in March, a 11.6 per cent drop. Insured unemployment for Cook and Du Page Counties declined 8.5 per cent from February to March.

Home building permits issued in the Chicago Metropolitan Area during March rose to 3,408, a 55 per cent increase over the 2,197 reported in March, 1958. Permits were issued for 1,045 apartment units, slightly under March a year ago. Industrial



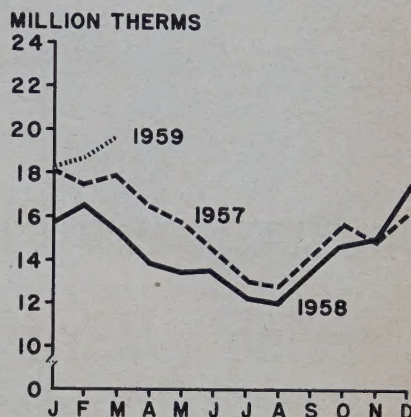
## STEEL PRODUCTION



plant investment in the Chicago area was \$24,469,000 in March, topping March, 1958 by 63 per cent.

An all time high record for check book spending was established in March for the Chicago Metropolitan

## INDUSTRIAL GAS CONSUMED



## POPULATION AND GENERAL

### GROWTH TRENDS:

	Mar.	1959 Feb.	Jan.	Mar.	1958 Feb.	Yearly 1958	1957
Population—Chicago (000) Estimated.....	3,786.5	3,784.5	3,782.7	3,764.0	3,762.0	(1/1) 3,758.2	(1/1) 3,734.6
—Metr. Area (000) Estimated.....	6,592.7	6,580.8	6,570.1	6,453.1	6,441.2	(1/1) 6,418.6	(1/1) 6,278.6
Recorded Births:							
—Chicago.....	8,384	7,587	7,434	8,100	7,342	T 95,869	98,260
—Metr. Area (5 Ill. Counties).....	13,015	11,772	11,630	12,334	11,283	T 148,197	150,196
Recorded Deaths:							
—Chicago.....	3,461	3,097	3,585	3,348	3,540	T 39,393	40,433
—Metr. Area (5 Ill. Counties).....	5,165	4,653	5,366	5,011	5,253	T 59,242	59,567
Marriage Licenses (Cook County).....	2,578	2,176	3,038	2,364	2,326	T 41,427	42,787
Total Water Pumpage:							
—Chicago Water (000,000 Gal.).....	28,976	26,789	29,472	28,995	26,728	T 367,362	373,050
No. of Main Tel. in Service (Ill. Bell):							
—Business Telephones.....	313.8	312.5	311.4	306.1	305.7	Ye 311.0	305.1
—Residential Telephones.....	1,632.9	1,630.4	1,626.6	1,588.5	1,588.4	Ye 1,621.2	1,582.5

## INDUSTRY:

Index of Industrial Prod. (1947-49=100)	134.0p	129.7p	128.2	107.7	109.1	A 114.9	129.5
Steel Production (000 Tons)	2,160.0	1,827.3	1,857.4	1,164.8	1,110.8	T 16,800	20,733
Petroleum Refining (Jan. 1957=100)		105.2	103.3	93.5	101.0	A 93.9	93.5
Ind. Gas Consumed—Chgo. (000 Therms)	19,647	18,645	18,121	15,115	16,528	T 171,962	186,224
Elec. Power Prod. (000,000 K.W.H.)	1,934	1,802	1,997	1,717	1,636	T 20,627	20,196
Dressed Meat Und. Fed. Insp. (1953=100)	79.1	81.2	82.3	79.5	82.2	A 82.4	90.2

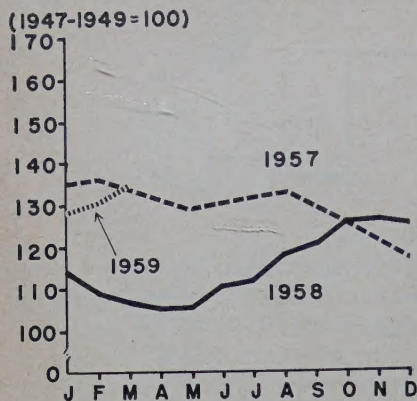
## TRADE:

Dept. Store Indexes (1947-49=100)							
—Sales, Unadjusted.....	105	93	93	106	88	A 119	120
—Sales, Seas., Adjusted.....	121	117	112	124	111	A 119	120
—Inventories, Unadjusted.....	132	125	124	133	127	A 135	140
—Inventories, Seas., Adjusted.....	132	133	133	133	136	A 135	140
Retailer's Occupation Tax Collections (Municipal Tax Excluded) (000)							
—Chicago Metr. Area (5 Ill. Counties).....		\$ 14,604	\$ 20,071	\$ 14,146	\$ 15,557	T \$187,907	\$191,938
—Chicago.....		\$ 9,920	\$ 12,852	\$ 9,214	\$ 10,128	T \$120,283	\$127,102
Consumer Price Index (1947-49=100)							
All Items—Chicago.....	127.2	127.1	127.1	126.8	126.2	A 127.0	123.3
New Passenger Car Sales—No. Cars (R. L. Polk).....	27,756	20,060	21,366	21,264	16,679	T 219,064	266,546

—Annual Total. A=Average (usually monthly). Ye=Year End. p=preliminary. N.A.=Not available. r=Revised.



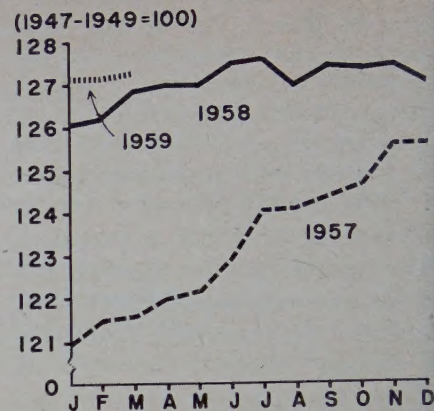
## CONSUMER PRICE INDEX Monthly Average



tan Area. Bank debits to demand deposits, or checkbook spending, reached \$781,216,000 in March on a daily average basis.

Transportation-wise, March indicators for all series shown are above the March figures of a year ago. Natural gas delivered by pipeline to the Chicago Metropolitan Area reached 31,012,000,000 cu. ft. in March, an all-time high record. Rail and air express shipments were both 20 per cent above March, 1958. Air passenger arrivals and departures topped figures for March 1958 by nine and six percent, respectively.

## INDUSTRIAL PRODUCTION



	Mar.	1959 Feb.	Jan.	Mar.	1958 Feb.	Yearly 1958	1957
<b>EMPLOYMENT AND PAYROLLS:*</b>							
Non-Agric. Wage and Salary Workers—							
Number (000) .....				2,473.3	2,480.9	T	2,477.6
—Manufacturing (000) .....				913.5	929.6	A	902.2
—Non-Manufacturing (000) .....				1,559.9	1,551.3	A	1,575.4
—Average Weekly Earnings .....				\$ 91.32	\$ 90.58	A	\$ 94.27
—Average Weekly Hours .....				38.6	38.5	A	39.3
Total Unemp. (Est. Mid Month) (000) .....	190p	215	210	218	190	A	210
(Cook, DuPage Cos., Ill., Lake Co., Ind.)							
Insured Unemployment Cook and							
DuPage Counties (000) .....	67.8	74.1	77.2	96.7	85.0	A	81.7
Families on Relief (Cook Co.) .....	38,283	35,931	33,947	28,678	27,582	A	27,620
<b>CONSTRUCTION AND REAL ESTATE:</b>							
All Building Permits—Chicago .....	2,256	1,396	1,343	2,239	1,493	T	28,007
—Cost (000) .....	\$ 22,238	\$ 14,254	\$ 11,181	\$ 24,895	\$ 18,942	T	\$373,634
Dwelling Units Auth. by Bldg. Permits .....	4,453	1,974	2,112	3,313	1,631	T	40,587
(Bell Savings & Loan)							
—Single Family Units (Number) .....	3,408	1,513	1,557	2,197	1,352	T	31,135
—Apartment Units (Number) .....	1,045	461	555	1,116	279	T	9,452
Const. Contracts Awarded (F. W. Dodge)							
—All Contracts (000) .....	\$115,234	\$ 75,036	\$ 96,721	\$100,731	\$ 69,887	T	\$1,326,019
—Non-Residential Contracts (000) .....	\$ 36,327	\$ 20,511	\$ 44,333	\$ 34,826	\$ 33,750	T	\$443,888
—Commercial Contracts (000) .....	\$ 12,213	\$ 4,528	\$ 5,413	\$ 11,012	\$ 11,228	T	\$130,441
Vacant Ind. Bldgs. (1954-55=100) .....	95.0	95.2	97.6	78.7	87.6	A	83.4
Industrial Plant Investment (000) .....	\$ 24,469	\$ 4,856	\$ 12,388	\$ 14,984	\$ 20,136	T	\$198,930
Construction Cost Index (1913=100) .....	631	631	631	620	620	A	626
Structures Demolished—City of Chicago .....	162	142	158	213	97	T	1,782
Real Estate Transfers—Cook County .....	5,626	4,360	5,002	4,123	4,254	T	64,786
—Stated Consideration (000) .....	\$ 3,355	\$ 2,399	\$ 2,360	\$ 3,970	\$ 3,944	T	\$ 47,322
Idle Electric Meters (% of All Meters)**	1.75	1.81	1.94	N.A.	N.A.		N.A.
<b>FINANCE:</b>							
Fed. Res. Member Banks in Chicago							
—Demand Deposits (000,000) .....	\$ 4,358	\$ 4,403	\$ 4,609	\$ 4,217	\$ 4,321	Ye	\$ 4,643
—Time Deposits (000,000) .....	\$ 1,805	\$ 1,805	\$ 1,820	\$ 1,773	\$ 1,754	Ye	\$ 1,850
—Loans Outstanding (000,000) .....	\$ 3,901	\$ 3,788	\$ 3,794	\$ 3,815	\$ 3,760	Ye	\$ 3,952
—Commercial and Ind. Loans (000,000) .....	\$ 2,754	\$ 2,658	\$ 2,656	\$ 2,823	\$ 2,791	Ye	\$ 2,743
Bank Debits—Daily Average (000) .....	\$781,216	\$661,053	\$698,813	\$668,298	\$615,608	A	\$653,572
Chicago Bank Clearings (000,000) .....	\$ 5,483	\$ 4,687	\$ 5,537	\$ 4,718	\$ 4,307	T	\$ 59,230
Insured Sav. & Loan Assoc.—Cook Co.							
—Savings Receipts (000,000) .....	\$ 112.4	\$ 104.8	\$ 205.0	\$ 98.0	\$ 92.7	T	\$ 1,397.4
—Withdrawals (000,000) .....	\$ 79.2	\$ 72.3	\$ 143.7	\$ 66.5	\$ 64.4	T	\$ 934.9
—Mortgage Loans Orig. (000,000) .....	\$ 92.9	\$ 71.9	\$ 68.5	\$ 61.5	\$ 46.4	T	\$ 921.1
Business Failures—Chicago .....	28	25	36	35	19	T	332
—Total Liabilities (000) .....	\$ 2,264	\$ 2,692	\$ 1,424	\$ 2,734	\$ 951	T	\$ 23,515
Midwest Stock Exchange Transactions:							
—No. of Shares Traded (000) .....	3,238	2,678	3,252	1,913	1,740	T	28,472
—Market Value (000) .....	\$124,023	\$105,191	\$129,436	\$ 64,890	\$ 58,406	T	\$1,037,929
<b>TRANSPORTATION:</b>							
Car Loads of Rev. Freight Originated .....	121,838	103,841	106,919	N.A.	N.A.		N.A.
Express Shipments: Rail .....	804,357	712,117	714,119	774,888	711,149	T	9,393,532
Air .....	84,335	73,766	79,785	70,251	62,623	T	860,711
Natural Gas Dlv'd. by Pipe Line							
(000,000) Cu. Ft.) .....	31,012	27,789	30,712	27,300	24,389	T	309,364
Freight Originated by Common Carrier							
Intercity Trucks—(Jan. 1958=100) .....	118.9	110.6	109.6	99.2	91.4	A	102.9
Air Passengers: Arrivals .....	445,544	365,090	411,313	409,646	350,998	T	5,230,075
Departures .....	449,982	377,737	417,295	423,101	360,441	T	5,367,357
Chicago Transit Authority Passengers:							
—Surface Division (000) .....	37,498	34,489	35,797	37,200	33,512	T	426,227
—Rapid Transit Division (000) .....	9,689	9,153	9,738	9,024	8,282	T	107,067
Air Mail Originated (000 Pounds) .....	1,601	1,442	1,563	1,531	1,382	T	19,617
Barge Line Freight Originated—Tons .....	278,800	209,500	178,100	238,891	149,461	T	3,537,896

T=Annual Total. A=Average (usually monthly). Ye=Year End. p=preliminary. N.A.=Not available. r=Revised.

\*Total Gainfully Employed—Approx. 3,000,000 Workers. \*\*Indicates Residential Vacancy Rate.



# The new Chicago: Beehive of activity!

*(Hubert, the Harris Lion, looks on the new Chicago with pardonable pride)*

"I can't remember when I've seen Chicago as alive with excitement as it is right now.

"Queen Elizabeth, and a flotilla of U. S. warships are coming in July for the ceremonies transforming Chicago into a great inland seaport. The International Trade Fair will be in full swing. Preparations for the Pan American Games are under way. Jet traffic is increasing at O'Hare Field—destined to be the world's largest airport.

"And against this scene of spectacular activities, Chicago's skyline is changing too. There's new growth, new building everywhere. At latest report, our new twenty-three story addition will be ready for occupancy in the spring of 1960—to make room for our own expanding business and for tenants seeking prestige space in the heart of Chicago's Loop.

"Meanwhile, we're doing business at the same stand; helping others grow with the new Chicago. And believe me, growth is something we know about. The Harris Organization has been doing a lot of it for the past 77 years—helping our customers do the same.

"Let us tell you some of our thoughts on growth. Bet you'll probably hear just the kind of things that will be most useful—and profitable."



# HARRIS *Trust and Savings* BANK

Organized as N. W. Harris & Co. 1882—Incorporated 1907  
115 WEST MONROE STREET—CHICAGO 90  
Member Federal Reserve System... Federal Deposit Insurance Corporation

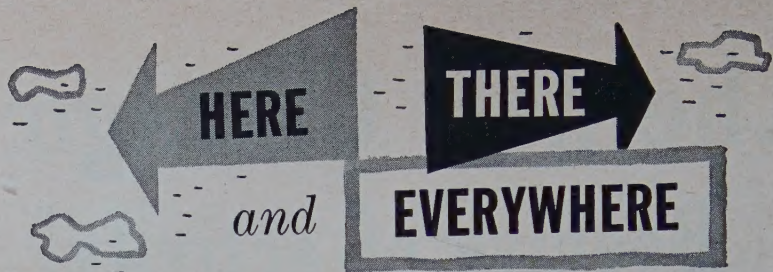




\* Red Carpet is a service mark owned and used by United Air Lines, Inc.

## Enjoy extra care at no extra fare on United Air Lines Red Carpet\* Service nonstop to all the West Coast

The most luxurious travel in the sky. Yet all you pay is the regular fare. Fast, convenient schedules, delicious meals and special treats, weather-mapping radar on every plane. See your Travel Agent, or call United—Chicago's Number One airline.



• **New Seaway Booklet** — The United States Weather Bureau has just published a 75-page booklet (Technical Paper No. 75) on "Climatology and Weather Services of the St. Lawrence Seaway and Great Lakes." Its purpose is to "familiarize masters, mates and steamship company officials of vessels now plying the waterway, and those who will in the future come to use the expanded facilities, with weather conditions and available weather services in the area. The elements described are primarily those affecting ship operations." Copies of the booklet may be obtained for 45 cents each from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

• **Atom Smasher for Sale** — The University of Chicago wants to sell a 200-ton atom smasher and is willing "to dicker about the price," according to Clement S. Mokstad, official in charge of the transaction. The betatron originally cost \$450,000, but replacement cost today would double that amount, Mokstad said. "We don't know precisely how much to ask for this machine since there is no precedent to our knowledge for this kind of sale. We are pioneering in atomic-age merchandising because, as far as we know, this is the first time a second-hand betatron has gone on the market this way." Mokstad said that the atom smasher, which the late Nobel Prize winner Enrico Fermi put into operation in 1950 for basic research work, would be an excellent addition to the research facilities of a college or university here or abroad.

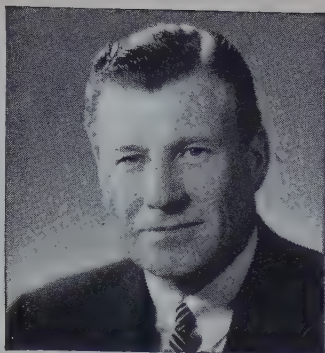
• **School Film** — A "how to do it" motion picture designed to help school administrators, civic groups and architects get new schools approved, designed and built was given its first official showing before the American Association of School Ad-

ministrators this month in St. Louis. A 27-minute, sound film in color, "Plan for Learning," takes the viewer through the first meeting with a small citizens' committee in the school superintendent's office, through the town meetings, through the planning stages with the architect, and concludes with the erection of a new school tailored to modern educational needs as well as the characteristics of the location. Produced with the co-operation of the American Association of School administrators and the American Institute of Architects, "Plan for Learning" is to be offered for extensive showing to and by educators, civic groups and architects. Arrangements may be made by writing United States Steel Corporation, Film Distribution Center, 525 William Penn Place, Pittsburgh, Pa.

• **Executives Needed** — Demand for executives eased slightly in March after rising steadily since the spring of 1958, according to "Executive trend," the barometer of job opportunities for management personnel developed by Heidrick and Struggles, Inc., Chicago executive recruiting firm. The over-all index in March of 1959 showed a 50 per cent increase over March of 1958, the firm reported. Greatest rate of gain was recorded by the defense engineering category, which rose 145 per cent in the past year. Heidrick and Struggles cites two noteworthy characteristics. 1. Men in the upper echelons are showing increasing restlessness now that the recession is over. Although reasonably happy in their present positions, many are making cautious, discreet inquiries into available opportunities with other companies. 2. Within the last four months, there has been a greater than normal demand for men at higher levels—in the \$25,000 to \$40,000 salary bracket. Companies

(Continued on page 92)





Thomas H. Coulter



Dear Member:

For its outstanding program of work in 1958 this Association was selected above all similar organizations for the top award of the Chamber of Commerce of the United States at its 47th Annual Meeting. The handsome silver plaque presented to President Paul Goodrich by William R. McDonnell, U. S. Chamber President...is a constant reminder and symbol of the great volunteer talent and staff with which this Association is blessed.

It is the teamwork and untiring effort of 2,200 members of 45 committees which brought this national recognition to the Association. With so many representatives of 6,100 Member Firms participating and guiding activities...this Association is destined to achieve greater goals and ever-increasing usefulness in the years ahead.

An example of expanding Association service and one of the most significant of new Association projects is the Practical Politics Workshop...now open for enrollment of Member Firm representatives. As the result of months of careful committee planning and work...this Association...is doing something constructive to help create a more favorable political climate for business.

The arrival of the "Friso" at the Port of Chicago...the first ship through the new St. Lawrence Seaway...will be noted in future history books. It marks the beginning of the rise of Chicago to an even greater role in World affairs as the world's greatest inland port and new world trade center.

Your Association...among other accomplishments...was cited by the U. S. Chamber for its continuing support and promotion of the Seaway...Those of you who have not yet made reservations for the St. Lawrence Seaway Dedication Cruise June 20-July 2 can share an historical experience with leaders of Midwest Commerce and Industry if you act promptly. A few accommodations aboard the S. S. North American are still available. You can be brought up-to-date on the Seaway...see what it is and forecast what it will be...you will be on the scene when President Eisenhower and Queen Elizabeth dedicate the Seaway June 26 near Montreal.

You will return to Chicago in time for the opening of the Chicago International Trade Fair July 3-18 at Navy Pier in a flotilla of U. S. Navy and Canadian warships, ocean freighters, passenger ships and yachts.

Memberships in the Association's exclusive "Club International" aboard the new luxury ocean liner M. S. "Prinses Irene" of the Netherlands' Fjell-Oranj Line are now available. Membership entitled Chicago businessmen to a season pass for two to the Fair as well as an inviting private club in which to relax and conduct business.

The May 28th DuPage County Industrial Conference in Elmhurst is an example of the continuing interest and efforts of your Association to work for the advancement of the outlying areas of Metropolitan Chicago...This will be an outstanding program...co-sponsored by the DuPage Board of Realtors.

Sincerely,

*Thomas H. Coulter*

Chief Executive Officer, The Chicago Association of Commerce and Industry



# SLEEP WELL, MR. EXECUTIVE...



## ...there's a **KANE** Guard at your plant!



CONVENTIONS



PLANTS AND WAREHOUSES



CONSTRUCTION PROJECTS



SHOPPING CENTERS



While you dream, a supervising Kane officer will check in at your plant to see that your Kane Guard is following your instructions to the letter. No danger of a single, isolated man being responsible for all your property.

While your alarm clock ticks the night away, the uniformed and carefully trained Kane Guard is alert to any sound that might signal danger to your plant.

His wages, insurance, social security, unemployment compensation, uniforms, supervision, and overtime are all included in the low "package" price. You are mighty pleased that the Kane Service has meant substantial dollar savings . . . as well as a really effective plant protection program.

## **KANE SERVICE**

*Industrial Security Specialists*

510 North Dearborn • Chicago 10, Illinois

WRITE FOR FREE ILLUSTRATED BOOKLET OR TELEPHONE MOHawk 4-6181 FOR INFORMATION





## How Not To Get State Revenue

Just about every governmental agency in the country needs more tax revenue to meet public demands for more schools, more roads — more of almost everything in the way of public service. The State of Illinois is no exception. The Governor's recently introduced budget calls for an increase in expenditures in the next biennium of \$416,687,000. So the most pressing question in Springfield is, in the vernacular, where to put the bite.

In this avid quest for revenue, the House Revenue Committee has recommended a bill to the general assembly which would increase corporation franchise taxes by one thousand per cent. The franchise tax has been yielding \$5 million a year; the proposed boost would zoom it to \$50 million. On its face, this proposal is exorbitant to the point of being outrageous.

But that is not the worst. In blunt terms, the philosophy this bill expresses is that the way to raise revenue is to soak business because business doesn't vote. This philosophy is not only superficial but extremely dangerous. The State of Illinois has long been recognized as one which provides a favorable climate for business. That is why northern Illinois has led the nation in industrial development for many years. And it is the development of the state's industry and commerce which has created jobs — several hundreds of thousands of them — just in the period since the end of World War II.

It is true that corporations do not vote at the polls in the ordinary sense. But they do vote, with resounding impact, when it comes to locating their plants, offices, warehouses and other places of employment. Pennsylvania found this out the hard way. Not only was it failing to attract new industry but it was losing resident industry. The situation became so acute that after an extensive study corrective legislation dealing importantly with taxes had to be enacted. Since then Pennsylvania has been treading the hard road back. Michigan is another state which has had bitter experience but as yet done little or nothing about it. New York businessmen say that state is taxing away its attractiveness.

The legislators at Springfield would be well advised to look into the experiences of these other

states. One of the greatest assets the State of Illinois has is its relatively attractive climate for business and industry. Legislation such as the franchise tax proposal, which would detract from this climate and harm the state's reputation for fair treatment of business, may seem politically expedient. The fact is, it is both bad government and bad politics because it is legislation against future job possibilities.

## Needed Protection

One of the most glaring evils in labor organizing techniques is so-called "racket picketing" — picketing where there is no dispute between an employer and his employes in order to compel the employer to force his employes to join a union. Many flagrant examples of racket picketing were aired before the McClellan Committee in Washington. Some cases cited were in Illinois, which has had a number of vicious instances.

A bill to prohibit racket picketing — House Bill 1202 — is now pending before the General Assembly. It would accomplish this by permitting a state court to issue an injunction against such picketing on a showing that the picketing union did not represent a majority of the employes. The bill would permit the State Director of Labor, when requested, to conduct an election by secret ballot to determine whether or not a majority of employes wished to be represented by the union involved. No injunction would be granted if an employer discharged the employes for lawful union activity. Furthermore, an injunction would be dissolved in the event an employer discharged an employe for union activity after the injunction had been granted by the court.

This bill is supported by 84 leading business and civic organizations in the state. Listed as sponsors are 22 Republican representatives. Governor William G. Stratton said prior to the convening of the Assembly in January that he favored anti-racket picketing legislation. Nevertheless, the bill seems to have bogged down in committee.

Help get this badly needed legislation passed by contacting your representative now.

*Alan Sturdy*





Looking north from 14th street, thoroughfare on right is an improved State street (boulevard). Structures on west side of State street (left) are part of proposed University of Illinois campus facilities—classrooms, laboratories, and recreational facilities. High rise housing for middle and upper income families is shown east of State street and extending north to Congress street. In the background are buildings of the Loop



# Why the U. of I.



Earl Kribben

## Should Be South of Loop

***It would be the most accessible site for most of the students and would also prove a potent instrument of urban renewal***

**By EARL KRIBBEN**

Vice President of Marshall Field and Company,  
and Vice President for Community Development,  
Chicago Association of Commerce and Industry

**T**HERE is no more pressing or controversial problem confronting Chicagoans right now than where to locate the new permanent branch campus of the University of Illinois.

We all realize that the present facilities at Navy Pier are inadequate and that much larger and more appropriate educational quarters will be needed if the university is to handle the increased number of students that are expected to apply for admission in the future. According to university officials this number may well reach 6,000 by 1963, especially if a four-year program is offered and adequate facilities are available. Since the present quarters at the pier are incapable of handling more than 4,500 students, the university is anxious to select a new site for its campus and start construction as soon as possible. The university's administrators believe time is of the essence in coming to a decision so that they will be ready in time to meet the enrollment needs, as they foresee them. Their attitude is certainly under-

standable. However, since the university will be a permanent addition to Chicago, it would seem highly ill-advised to let the time element outweigh a much more important factor and that is the overwhelming importance of choosing the right site—the one best site from the point of view of the university and the city alike.

### ***First Things First***

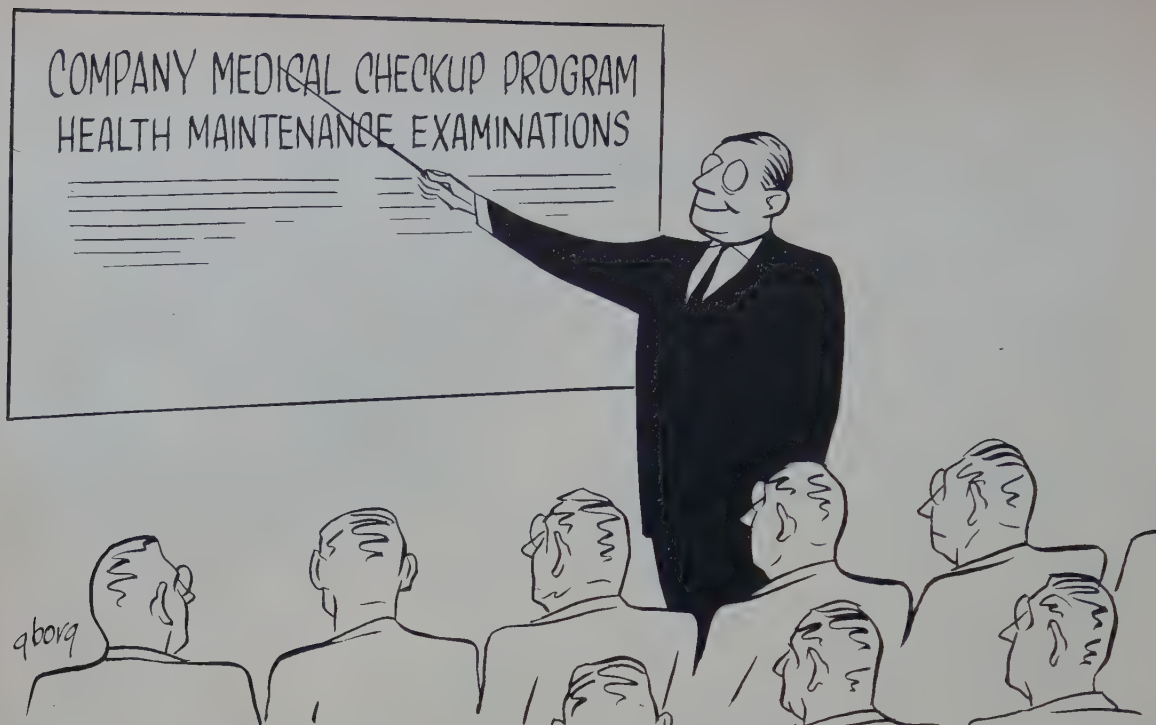
Putting first things first, then: What is the best site?

Any number of possible locations have been studied and analyzed—83, to be exact—for their suitability as campus sites. The search was finally narrowed down to four; Northerly Island, where Meigs Field is located; a portion of Garfield Park; the Riverside Golf Club; and the area just south of the Loop that will be va-

cated by the railroad facilities, if and when the railroad terminal consolidation plan is adopted. Of the four, the last choice is by far the most logical and beneficial in the judgment of the Urban Renewal and Public Improvement Committees and of the Board of Directors of the Chicago Association of Commerce and Industry. It will not only provide the university with an ideal location overlooking Lake Michigan and next to the biggest employment center of its kind in the world, but will also serve as a valuable instrument of urban renewal and redevelopment. It will provide Chicago with an unexampled opportunity to achieve two noteworthy objectives at one and the same time. This is important because the cost of major public improvements is now so high that every piece of con-

*(Continued on page 85)*





## How Healthy Are You?

**More and more executives are getting a regular answer by having periodic examinations**

**By PHIL HIRSCH**

SEVERAL months ago, the vice president of a large Chicago chemical products firm, a vigorous 49-year-old executive with a seemingly impervious resistance to illness, discovered that he had lung cancer. Fortunately, it was an early, still-curable case. But when he left the doctor's office, the executive was pretty shaken nevertheless.

The only reason he had come in for an examination in the first place was because of the president of his company. The firm had just begun providing routine physical checkups for its management personnel, and the president had hinted—too broadly to be ignored—that the top executives should set an example for the younger men.

After taking the examination and learning about his lung cancer, the vice president began wondering what would have happened if he

hadn't come in. "It's an extremely good bet," the doctor explained, "that without treatment your cancer would be fatal in another five years. 'You'd have symptoms before then, of course, but by the time they appeared, it would be impossible to cure the condition, and extremely difficult to control it. Drastic surgery would almost certainly be required.'"

### **Ailments Increase**

How many other middle-aged men share the same pew with this executive is a good question. Mountains of evidence have been assembled to show that there is an inexorable increase in the disease hazard as we grow older. The inci-

dence of ailments—particularly those which produce disabling or fatal complications most frequently—begins to rise between 40 and 50, and keeps growing in the later years.

Heart trouble is a glaring example. Today, diseases of the heart and circulatory system—such as hypertension and arteriosclerosis—are responsible for 60 percent of all deaths from all causes in the United States, and are the leading cause of death, by a wide margin, among men 45 and older. Most doctors contend that the vast majority of these conditions could be cured, or at least arrested for years, if the victims received annual physical checkups after reaching 40. They add that this periodic preventive inspection of the human engine could also ferret out many other diseases common to middle age—like cancer, diabetes, kidney trouble, and peptic ulcer—and,



in the process, not only prolong a good many lives but also avoid an untold amount of physical and emotional agony.

Many of the larger U. S. companies apparently agree with this viewpoint. Today, according to one estimate, over half of all large firms are sending their executives in for physical checkups at periodic intervals and picking up the tab. In itself, this is quite a testimonial. For the typical program costs at least a couple of thousand dollars a year, and American business has a well-known aversion to pouring money down a rathole.

### Programs Analyzed

An even better evidence that periodic physicals pay off is the results. In 1957, one of the leading medical journals analyzed the executive medical programs of several companies, and came up with the following rather clear-cut figures:

A total of 17,000 executives were enrolled in the program studies. Of this group, 13.8 percent were found to be entirely healthy, while 49.1 percent had minor illnesses which required care but lacked any long-term significance. The rest of the patients, 37.1 percent of the total number, or slightly more than one executive in every three, had a disease which was "capable of causing disability or shortening of life." Most important, perhaps, half of those in the latter group were completely unaware of the fact that they were really sick, or in danger of becoming so. A few admitted that



much of the time they felt like what the cat dragged in, but these conditions were invariably explained away by poor eating habits, overwork, lack of sleep, or any of a number of other reassuring rationalizations.

True, not every executive who fails to pass one of these physicals with flying colors is in mortal peril. On the other hand, the number of potentially-serious and/or fatal conditions is amazingly large. A few years ago, E. I. DuPont de Nemours and Company, after giving periodic examinations to 30,000 management and supervisory personnel, reported that among patients between 35 and 49, more than 11 percent were found to be suffering from either peptic ulcers, heart disease, hypertension, or lung cancer and other respiratory ailments. Among those over 50, the percentage was even higher.

The picture painted by these figures would be far pleasanter if more men were aware of the facts of life after 40. While many executives of larger companies are now receiving checkups, they're a distinct minority of the total executive group. Says Dr. B. Dixon Holland, secretary of the council on industrial health of the American Medical Association: "Only a negligible percentage of all men in the 40-50 age group are now receiving health maintenance examinations periodically."

### Reason For Apathy

One reason for this apathy was summed up by the medical director of a large Midwestern steel company who has dealt for years with over-40 executives. "Most middle-aged men will agree when you tell them that their health needs looking after," he explains, "but they say they can't spare the time. Frankly I think this is nothing more than a convenient excuse. In many cases, these men don't see a doctor, really because they're afraid he'll find something wrong with them which will limit their activities afterward."

The fallacy behind such reasoning is illustrated graphically by what happened several months ago to two executives in this company. Both were 46, both were apparently healthy, and both learned on the same day that they had high blood pressure and arteriosclerosis, a combination that is particularly common in the 40-50 age bracket.

One executive's condition was dis-

covered during a routine physical examination. Afterward, he was put on a low-fat diet, and aside from having to take a few pills every day, has been able to lead a completely normal life ever since.

The second executive (who had declined to participate in the company's medical checkup program) suffered a stroke. It was a mild one, but he gave himself and his family quite a scare. After three weeks in



"Can't spare the time, Doc"

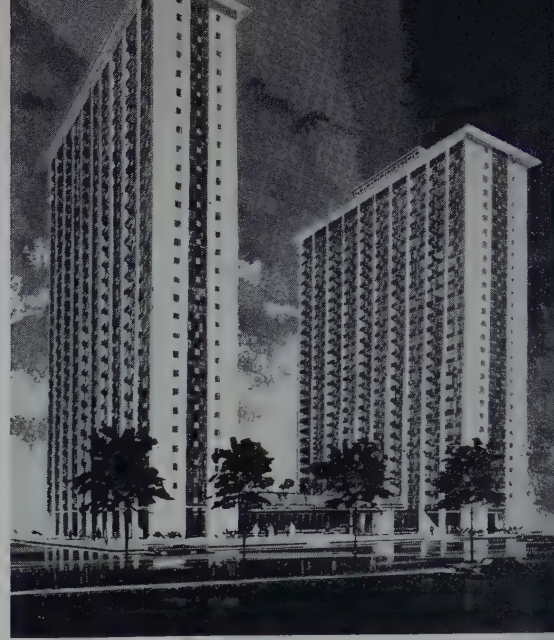
bed, he was allowed to return to work, but only for half a day at a time. Previously, he had been a heavy smoker, and had enjoyed taking long walks every morning that the weather permitted, before coming to the office. Afterward, both of these activities were banned, indefinitely. Recently, the work restriction was lifted somewhat, but he's still a partial invalid, forced to leave the office two hours early every afternoon and to take a nap when he gets home. Meanwhile, the memory of what happened, coupled with the knowledge of what could happen again at any moment doesn't add a great deal to his peace of mind or that of his family.

"The moral of these two little tales," explains the medical director, "is that the earlier you uncover potential disability, the less disabling it usually proves to be. If John (the second executive) had seen a doctor a few years earlier, he probably

(Continued on page 88)



# Business Highlights



New 28-story apartment building being constructed by Lake Shore Management Co. at 3600 Lake Shore Drive. It will include 54 two-bedroom apartments, 372 one-bedroom apartments and 214 studio-type efficiencies. Shaw Metz and Dolio are architects; Crane Construction Co., builders. Completion scheduled for August, 1960.

Breaking ground for the \$10,500,000 Libby, McNeill & Libby canned meat and can manufacturing plants at 119th St. and Ashland Ave. are (l. to r.) O. W. Sehar, Dept. of Agriculture; Thomas Coulter, Chicago Ass'n of Commerce and Industry; A. R. Miller, Dept. of Agriculture, Washington; Charles S. Bridges, company president and a director of CACI; Frank Conrad, Rock Island Railroad vice-president.

A new system of integrated data processing called Car-Fax has been installed by the Chicago and Northwestern Railway to streamline traffic, accounting, operating and other management functions. Shown here is the customer service section of the company's data-processing center in Chicago, to which a continuous flow of information is transmitted daily on 50,000 freight cars and 300 trains. Records are changed hourly.



First tractor imported by International Harvester Co. to be marketed in the United States. Made by Harvester's British subsidiary, it is a small diesel-powered unit in the 30- to 35-horse-power class and weighs 3,460 pounds. It will supplement Harvester's other lines of domestically made tractors.



# The Phony "Billion Dollar Bundle"

Company profits have marked time for over 10 years  
but employe compensation has gone up 97%

**A**BOUT a year ago at this time the central concern in the minds of most business men was the business recession the nation was then generally experiencing. Actually the process of business recession was at that time giving way to one of business recovery, which has now proceeded for almost exactly a year. The recovery, however, has not been without its problems and I would judge that present-day concern centers around the prospect of inflation. Looming in that prospect are the wage negotiations in various industries, and particularly in the steel industry, which some people believe may prove to be a key development from the wage-price spiral point of view.

I realize that there is genuine and sincere concern about inflation in the hearts of many thoughtful persons. There is widespread realization that for two decades—in war and in peace, in boom and in recession, year in and year out—the leaders of the great industry-wide labor unions have unremittingly forced employment costs up more rapidly than can be offset by increases in the nation's productivity. This, in turn, has forced cost-covering price increases throughout the industrial fabric if the productive processes are to remain solvent. Some call it cost-push inflation, a comparatively new thing in America. Others call it, or the result of it, creeping inflation and advise us to learn to live with it as a lesser evil than the unemployment that might result if conventional measures were imposed to check it.

Other less happy folk observe that a creep of as little as two per cent per annum means that the buying power of a young man's dollar saved against his retirement will have shrunk by about 60 per cent when he retires; while a four per cent

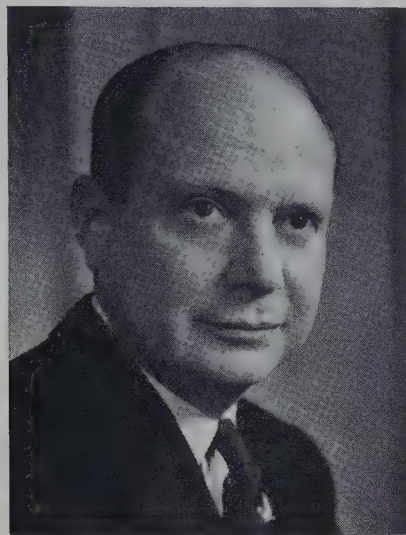
creep will shrink it by nearly 85 per cent. They also point out that we cannot accept the creep and have it remain a creep. The very process of acceptance must galvanize the creep into a gallop, for as more and more people conclude that the creep is inevitable and endless they naturally seek to escape its consequence. They get out of dollars and dollar bonds and into stocks and real things, engendering, in turn, the senseless inflationary spirals with which history is dotted.

## *Obvious Answer*

Hardly any one has the temerity to assert that the obvious way to stop cost-push inflation is to restrict the labor monopoly power behind the push in the same fashion that America has always restricted other

monopoly power threatening its welfare. Such determined obliviousness to the obvious in itself attests the great propaganda and political power the union leaders already have achieved.

But, aside from the new cost-push inflation, today's fears about dollar stability are augmented by reappearance of old-fashioned demand-pull inflationary forces. About a year ago, in order to arrest and reverse business recession, our government drew heavily on its already swollen debt resources to expand its relief and other disbursements. So we are now confronted with budget deficits and debt increases of magnitudes that dwarf all our peacetime precedents. The new Congress has manifested as yet little determination to check the spending spree—in fact, its determination seems to be an unbalancing



*By*

**ROBERT C. TYSON**

Chairman, Finance Committee,  
United States Steel Corporation



of the administration's precariously balanced budget. It is not good to shut one's eyes to the fact that these are historic inflation warnings.

It is in this setting of cost-push plus demand-pull inflation threat that various major industries have already conducted their current wage negotiations, and in which the steel industry wage negotiations are occurring as the present three-year employment contracts come to an end at midyear.

### How Much Resistance?

In people's minds I find questions as to how sturdily the companies in the steel industry may resist inflationary wage demands. There is also much confusion about this matter of productivity and the extent to which it may offset the effect of an otherwise inflationary settlement. There is query about a certain "billion dollar bundle" and its rob-Peter-pay-Paul aspects. There are many other questions.

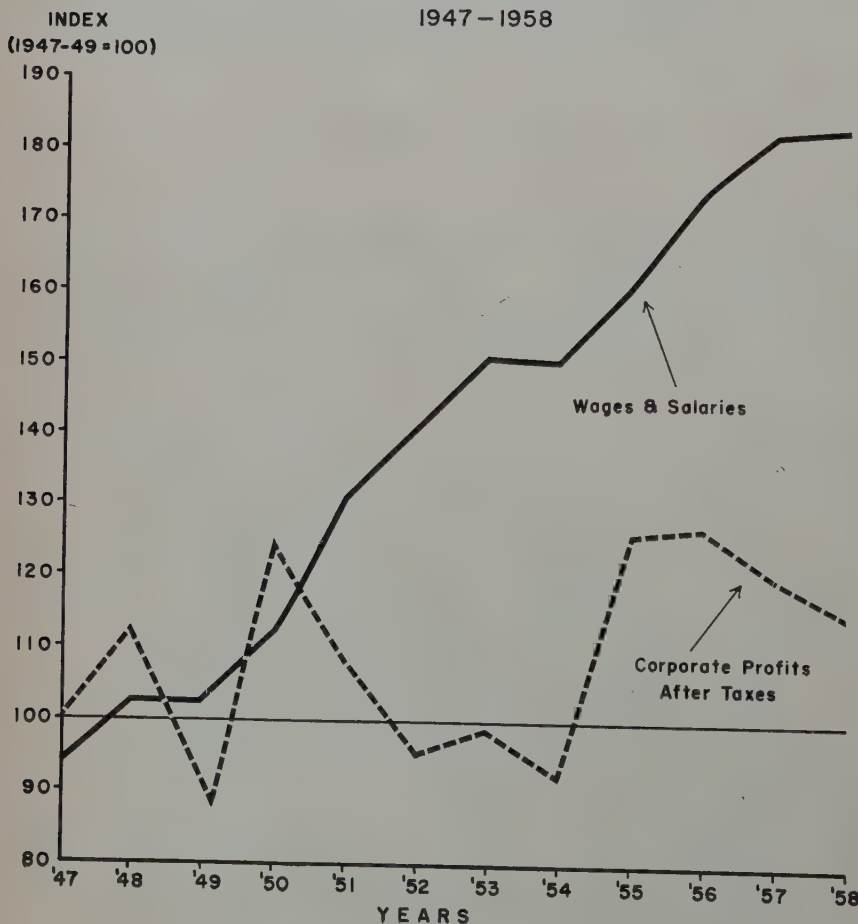
It is, of course, obvious that I

cannot give the answers to all such questions — no person can; only time can. There are also some questions about which it would obviously be inappropriate for me to indulge in conjecture at this time. But what I would like to do if I can is to help develop a clarifying perspective, not on the steel industry wage negotiations alone, but on the whole cost-push spiral of which the negotiations that take place in all industries are the interlinked segments. Steel industry negotiations and settlements are an overdramatized segment of the whole process. No one has ever settled which came first—the chicken or the egg. In the wage-price spiral too many people have unwarrantably decided that, whether egg or chicken, the steel industry comes first. Actually steel industry settlements follow and are shaped by about as many settlements in other industries as there are subsequent settlements shaped by what happens in the steel industry.

In developing such a clarifying viewpoint the first thing is to ask

whether there is in fact a cost-push inflation originating in the abuse of labor leader power. Or is the inflation due to unwarranted increase in corporate profit margins, as some apologists for the unions pretend. The perfectly simple and factual way to get an answer to this question is to look up the wage and profit facts. They are officially collected and published by the U. S. Government and readily available to all. The record shows that the total profits of all the corporations in America were no greater in 1958 than they were way back in 1947. As a matter of fact such profits in any year since 1950 have not been significantly greater than they were in that year. In short, corporate profits have been marking time for a decade. But what about the compensation of employees that prices must also cover? The record is equally simple and clear. In the United States the compensation of all employees is more than fourteen times as much as the profits of corporations and the increase in such compensation from 1947 to 1958 was \$125 billion, or 97 per cent. That is where the cost-push inflation is coming from — and make no mistake about it! As a matter of fact it is, in the face of such an over-all record a bit shocking for anyone to pretend that inflation since the war is due to profit-widening, boosting of so-called "administered prices."

WAGES AND SALARIES COMPARED WITH  
CORPORATE PROFITS AFTER TAXES



### Dangerous Indulgence

Condemnation of profits as an inflationary force is utterly unwarranted by the facts. Unjustified condemnation of profits is, moreover, a socially dangerous indulgence. Profits have tremendously important functions to perform. Without the prospect of profit, for example, no one would invest savings to provide tools of production, which is the only way that new productive jobs are created. This is important to the problem of getting rid of unemployment. Profits, also, are nowadays needed to make good the depreciation deficiency that arises during inflation and so to preserve the existing supply of tools and the jobs of operating them. In fact, the true concern about corporate profits is that their relative position in the American economy has sharply shrunk in the post-war years and

(Continued on page 88)



# Branch Banking for a Greater Chicago?

## YOU SHOULD HAVE THE RIGHT TO VOTE FOR IT!

You enjoy the handy neighborhood branch of your favorite food chain, department store, gasoline station and drug store. You benefit from their convenience and low cost. But you can't have a handy neighborhood branch of your favorite bank. Why not?

A state law passed over a third of a century ago prohibits any branch offices of banks in Illinois. The people in three-quarters of the other states are now permitted to enjoy convenient service and low-cost credit through branch banks—but you are not.

House Bill 108, now pending in the General Assembly, would permit the people of Illinois to vote on whether they want the convenient low-cost service of banks nearer

their homes, their shopping centers, their places of work.

The undersigned members of the Citizens Committee strongly believe that you should have the right to vote on this all-important question. *We urge the Legislature to enact H. B. 108. We urge you to join forces with us in a united effort to place the limited branch banking proposition on the next general election ballot.*

A text and factual analysis of H. B. 108 and other pertinent background material are yours for the asking. Use the handy coupon below. After you have evaluated this information to your own satisfaction, contact your legislators in Springfield!

Remember, the final decision on branch banking for a Greater Chicago is yours to make!



CHARLES H. KELLSTADT, Chairman

CHARLES AARON  
Aaron, Aaron, Schimberg & Hess  
EDWARD R. ADAMS, Partner  
Miller, Gorham, Wescott & Adams  
GRAHAM ALDIS  
Aldis & Company  
ARTHUR C. ALLYN  
A. C. Allyn & Co.  
JOHN D. AMES, Partner  
Bacon, Whipple & Co.  
E. EINAR ANDERSON, President  
Swedish American Newspaper Co.  
MRS. SHERMAN C. ARNOLD  
10856 South Avenue L  
C. F. AXELSON  
President, Chicago Control  
Controllers Institute of America  
CHARLES A. BANE  
Isham, Lincoln & Beale  
ROBERT C. BECHERER, President  
Link-Belt Co.  
JAMES H. BECKER, President  
A. G. Becker & Co. Inc.  
LAIRD BELL  
Bell, Boyd, Marshall & Lloyd  
GEORGE R. BENSON, Jr.  
Benson-Rixon  
HARRY J. BLUM, President  
Armstrong-Blum Mfg. Co.  
C. J. BURN, President  
Burny Bros., Inc.  
MRS. COULA BUTLER, Past Pres.  
Women's Bar Association of Illinois  
DOUGLASS CAMPBELL, Vice President  
New York Central System  
CHAMP CARRY, Chairman  
Pullman Standard Car Mfg. Co.  
MAJOR C. D. CHAPRALIS  
Editor and Publisher  
The Greek Press  
DAVID S. CHESKROW  
Attorney-at-law  
MISS BARBARA COOPER  
422 W. Melrose  
ALFRED COWLES  
Cowles Properties  
WM. MELVILLE CRIBBS, President  
Melville Confections, Inc.  
ROBERT CROWN, Vice President  
Material Service Corporation  
NATHAN CUMMINGS, Chairman  
Consolidated Foods Corporation  
JOHN F. CUNEO, President  
Cunco Press, Inc.  
MRS. WILLIAM T. DAVIS  
4340 South Vincennes  
MRS. KARL DE MILLER  
2242 South 11th Avenue, Broadview  
J. WM. DIDRIKSEN, President  
Ekco-Alcoa Containers, Inc.  
ARTHUR DOLE, Jr., Chairman  
Hooker Glass & Paint Mfg. Co.  
GEO. H. DOVENMUEHLE, President  
Dovenmuehle, Inc.  
G. W. DUWE, Chairman  
Michelberry's Food Products Co.  
JOHN DUZANSKY, President  
Pure Farm Dairy Co.  
ROBERT EASTERLY  
Ebasco Services, Inc.  
E. A. EDMAN, Secretary & Treasurer  
Berwind Fuel Company  
HOLDEN K. FARRAR  
Smith, Barney & Co.  
ABRAHAM G. FELDMAN, President  
Storkline Furniture Corp.

### Executive Committee

Chairman, CHARLES H. KELLSTADT  
President, Sears, Roebuck & Co.

ESKIL I. BJORK, Chairman  
Peoples Gas Light & Coke Co.  
JOSEPH L. BLOCK, Chairman  
Inland Steel Company  
FAIRFAX M. CONE  
Chairman, Executive Committee  
Foote, Cone & Belding  
JAMES C. DOWNS, Jr., Chairman  
Real Estate Research Corp.  
WILLIS D. GALE, Chairman  
Commonwealth Edison Company

C. VIRGIL MARTIN, President  
Carson Pirie Scott & Co.  
OSCAR G. MAYER, Chairman  
Oscar Mayer & Company  
JAMES E. RUTHERFORD, Vice Pres.  
Prudential Insurance Company  
R. DOUGLAS STUART, Chairman  
The Quaker Oats Company  
CHARLES R. WALGREEN, JR.  
President  
Walgreen Co.

JOHN F. FENNELLY  
Glore, Forgan & Co.  
CALVIN FENTRESS, Jr., Chairman  
Allstate Insurance Company  
WADE FEYZER, Jr., President  
W. A. Alexander & Co.  
MRS. CLAIRE FORESTER  
La Grange  
LLOYD A. FRY, Sr.  
Lloyd A. Fry Roofing Co.  
RYOICHI FUJII, Editor  
The Chicago Shimpo  
JOHN P. GALLAGHER, Partner  
Booz, Allen & Hamilton  
TRUMAN K. GIBSON, Sr., Chairman  
Supreme Liberty Life Ins. Co.  
WALTER GLASS, President  
Glass Gorham Co.  
JOEL GOLDBLATT, President  
Goldblatt Bros., Inc.  
WILLIAM E. GOODMAN, Chairman  
Goodman Manufacturing Company  
WM. B. GRAHAM, President  
Baxter Laboratories, Inc.  
R. J. GRIGSBY, President  
The Grigsby Company, Inc.  
WM. J. HAGENAH  
231 South La Salle Street  
WILLIAM M. HALES, President  
Hales & Hunter Co.  
MORRIS C. HERTZEL  
Hertel, Johnson, Eipper & Stopa  
BARNET HODES  
Arvey, Hodes & Mantynband  
ALBERT J. HORAN  
A. J. Horan & Co.  
GEORGE L. IRVINE  
Regional Vice President  
General Electric Company  
A. L. JACKSON  
A. L. Jackson Company  
PORTER M. JARVIS, President  
Swift & Company  
FRANK W. JENKS, President  
International Harvester Co.  
RALPH E. JOHNSON, Secy. & Treas.  
J. W. Johnson Company  
WILLIAM G. KARNES, President  
Beatrice Foods Co.  
ARTHUR KEATING, Chairman  
Ekco Products Company  
D. D. KENNEDY, President  
D. D. Kennedy, Inc.  
W. McNEIL KENNEDY  
Pope, Ballard, Uriell, Kennedy,  
Shepard & Fowle

FRED KRAMER  
Draper and Kramer, Inc.  
MICHAEL S. KROKIDAS, Owner  
Park Manor Coffee Co.  
A. POPE LANCASTER, Vice President  
Western Electric Company  
WILLIAM N. LANE, President  
General Binding Corporation  
SAM LAUD, Chairman  
General American Transportation Corp.  
WILLIAM J. LAWLOR, Jr., Partner  
Hornblower & Weeks  
ALBERT K. LEONG, President  
Chinese Consolidated Benevolent Assn.  
DAVID LEVINSON, Partner  
Sonnenschein, Lautmann, Levinson,  
Rieser, Carlin & Nath  
ROBERT C. LIEBENOW, President  
Board of Trade of the City of Chicago  
LENOX R. LOHR, President  
Museum of Science and Industry  
MRS. HARRIETT R. LONERGAN, Pres.  
Altrusa Club of Chicago  
WALTER L. LOWE, Vice President  
Victory Mutual Life Ins. Co.  
M. R. LOWENSTINE, Jr.  
Executive Vice President  
Central Steel & Wire Co.  
YON LUM, Publicity &  
Information Director  
Chinese American Civic Council  
GEORGE P. MADIGAN  
Executive Vice President  
Madigan Brothers  
COL. THEOPHILUS M. MANN  
Attorney-at-law  
A. H. MAREMONT, President  
Maremont Automotive Products, Inc.  
GRIFFITH MARK, Chairman  
Clayton Mark & Company  
FRANK D. MAYER  
Mayer, Friedlich, Spiess, Tierney,  
Brown & Platt  
W. W. McCALLUM, President  
John Morrell & Co.  
EDWIN B. McCONVILLE  
Executive Vice President  
Skil Corp.  
EDWARD H. McDERMOTT  
McDermott, Wil & Emery  
CARL MCGOWAN  
Ross, McGowan & O'Keefe  
E. E. MICHAELS, President  
Chicago Bridge & Iron Co.  
R. L. MILLIGAN, President  
Pure Oil Company  
WILLIAM H. MITCHELL  
Mitchell, Hutchins & Co.

CLARENCE H. MORGAN, Jr.  
Vice President  
Franklin MacVeagh and Company  
ROBERT H. MORSE, Jr., President  
Fairbanks, Morse & Co.  
MISS JANIS MURPHEY  
Janis Murphey Personnel Service  
KENJI NAKANE, Executive Director  
Japanese American Service Com.  
LOUIS L. NAROWETZ, President  
Narowetz Heating & Ventilating Co.  
MISS ODAS NICHOLSON  
Attorney-at-law  
BRUCE NOKKIS, Chairman  
Norris Grain Co.  
NED A. OCHILTREE, President  
Ceco Steel Products Corporation  
MRS. BENEDICT OGRINC, Director  
Woman's Club of Northlake  
WM. E. O'NEIL, Chairman  
W. E. O'Neil Construction Co.  
SEYMOUR OPPENHEIMER, President  
Tee-Pak, Inc.  
JOHN R. PALANDECH, President  
Foreign Language Press  
BYRON C. PATTEN, Jr., President  
Patten Tractor & Equipment Co.  
WILLIAM A. PATTERSON, President  
United Air Lines  
H. H. PEVLER  
Vice President & Regional Manager  
The Pennsylvania Railroad Company  
IRA M. PINK, Chairman and Pres.  
Englander Co., Inc.  
ROBERT A. PODESTA  
Managing Partner  
Cruttenden, Podesta & Co.  
B. POURITCH, Editor  
"Freedom" Serbian National Council

CITIZENS COMMITTEE  
P. O. Box 3313  
Chicago 54, Illinois

Please send me:

- ☐ A text and factual analysis of H. B. 108.  
☐ "4 Reasons Why Chicago Needs Neighborhood Branch Banks".  
☐ 18 Questions and Answers on Branch Banking.  
☐ Map Showing Greater Chicago's Bankless Communities.

Name \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## Citizens Committee for Limited Area Branch Banking



**THE DECISION IS  
YOURS TO MAKE!**

OPEN





DETAIL 'A'

DETAIL 'B'

BEDROOM

LIVING

HALL

The Chicago Chapter of the  
American Institute of Architects  
and

The Chicago Association  
of Commerce and Industry

Present the

1959

HONOR AWARDS  
and

Citations of Merit

For

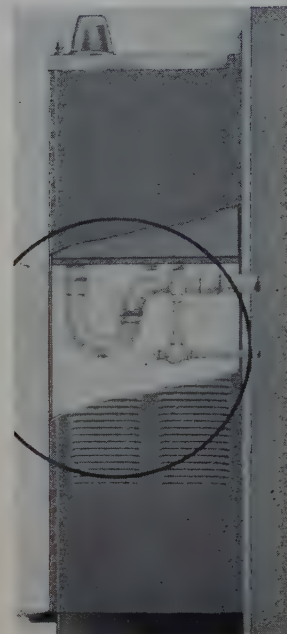
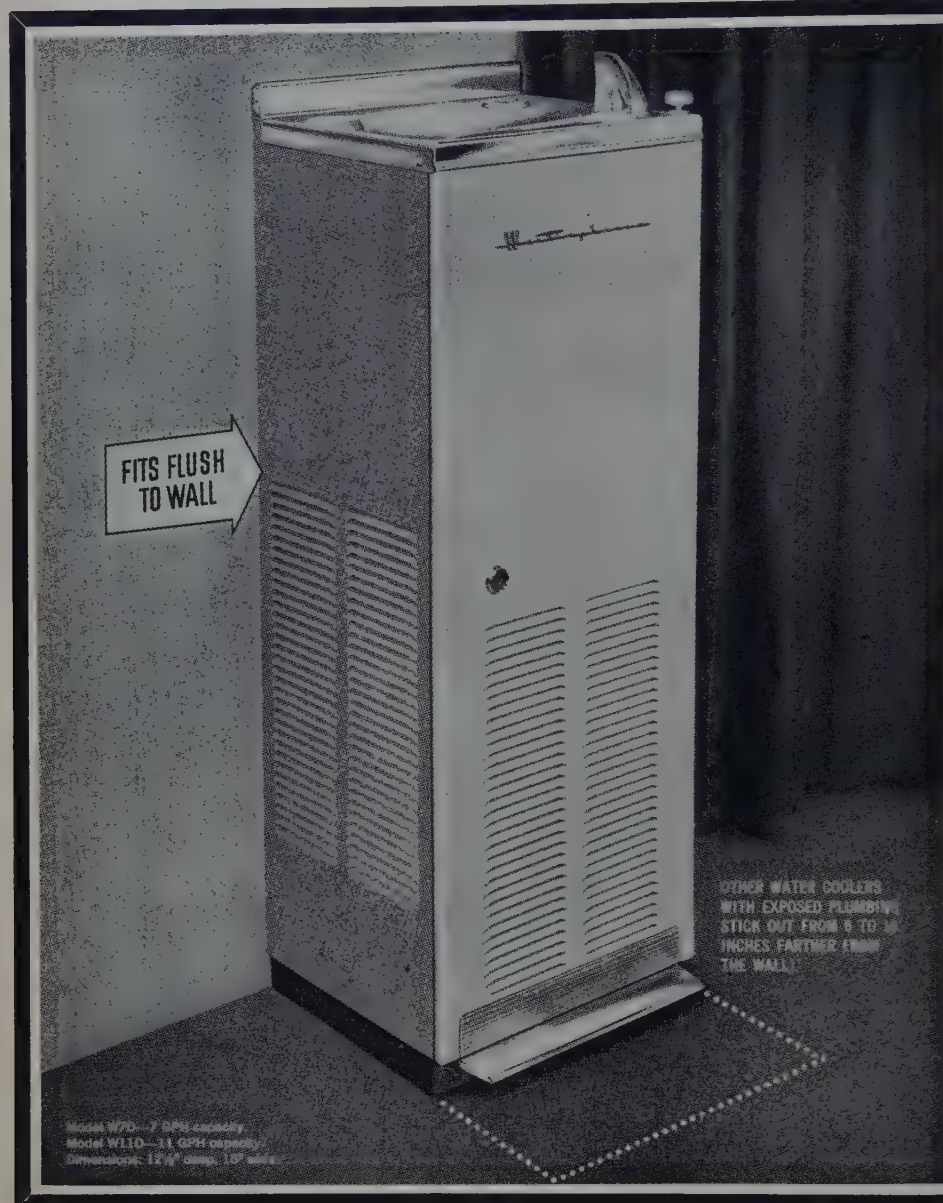
Excellence in Architecture

KITCHEN

BATH



# NEW WESTINGHOUSE "WALL LINE" WATER COOLER



**Ends  
unsightly  
plumbing**

Here's the biggest advance in water cooler design and engineering in a decade! Totally different inside and out, the new Westinghouse "Wall Line" ends the unsightly look of exposed plumbing. All the plumbing's inside the cabinet! Slimmer in depth than all others, it protrudes 30% less into passageways!

*For further information phone or write Factory Distributor*

**S. K. CULVER CO.**

926 North Clark Street, Chicago 10, Illinois

Michigan 2-1661

*The World's Largest Westinghouse Water Cooler Distributor*



another  
up-to-date  
feature  
that intrigues  
house-hunters



Take advantage of our  
certified telephone planned  
home program to attract  
buyers. In Chicago, call  
RAndolph 7-3351.  
Outside Chicago, call  
your Bell Telephone  
business office.



## TELEPHONE PLANNING!

**Attention smart merchandisers!** Here's a "built-in" house-hunters are wise to — one that they'll be looking for in your houses. Telephone planning provides convenient phones in color in the lived-in rooms, handy outlets for future use. These extra values are planned as a package by many leading builders for homes still a-building. And telephone people work right along on the planning.

**ILLINOIS BELL TELEPHONE**



# Radiant Ceiling News

With Burgess-Manning Ceilings — Your Building Is Better — Your Building Budget No Bigger

## Modern Building Uses Radiant Ceilings...

### International Minerals and Chemical Corporation selects Burgess-Manning Radiant Acoustical Ceiling for new Administrative and Research Center

The group of buildings recently occupied by International Minerals and Chemical Corp. in Skokie, Illinois represents 15 years of careful planning. It consists of six connected buildings, of modern design and construction, located on a broad plaza adjoining a forest preserve and is one of the show places of this Northwest Chicago suburban industrial area.

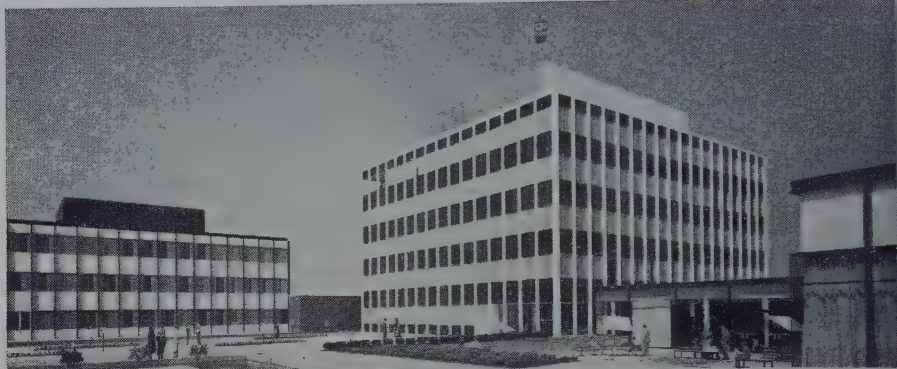
Designed by Perkins and Will of Chicago, for maximum employee comfort as well as operating efficiency, the buildings are comfort conditioned with Burgess-Manning Radiant Acoustical Ceilings. Utilizing radiant energy from the ceiling for heating purposes, all convection type radiators are eliminated from the curtain perimeter walls.

This radiant energy heating provides uniform room temperatures from floor to ceiling. Virtually instant response to changing outdoor conditions is another of the advantageous features of Burgess-Manning Radiant Acoustical Ceiling as used at this installation.

In the summer, cool water is circulated through the ceiling coils, causing the cooled aluminum ceiling panels to absorb 40% to 50% of the sensible heat and helping maintain comfortable room conditions. Water temperatures, during the cooling cycle, are kept above the dew point to avoid condensation.

With the elimination of radiators, base board convectors, etc., maximum usable floor space is obtained, and, since the entire radiant ceiling, including suspension grid, coil and acoustic insulation, is only a little over 3 inches in depth, a substantial saving in building height can be effected.

It is quite appropriate that this care-



New administrative and research center of the International Minerals and Chemical Corporation at Skokie, Illinois, built by the Turner Construction Co. of New York.

fully planned, modern and efficient building should use the most modern and efficient method for institutional and commercial structures—the Burgess-Manning Radiant Acoustical Ceiling.

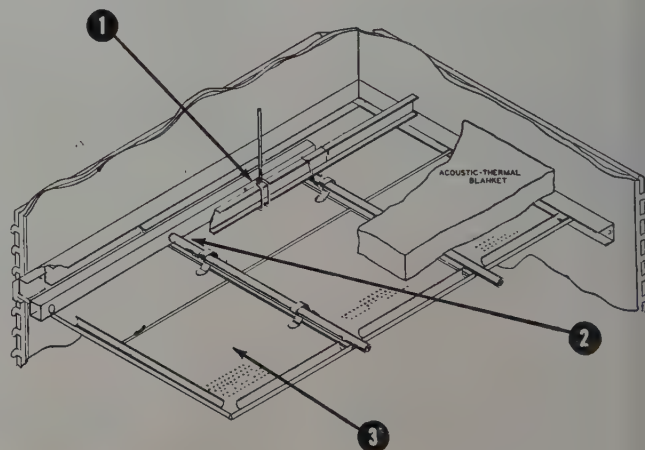
### Basically Simple Construction of Burgess-Manning Radiant Acoustical Ceiling

This isometric drawing illustrates the compact assembly of the four primary parts of the ceiling and the relatively simple, easily erected construction.



A typical view showing the Burgess-Manning Radiant Acoustical Ceiling installed in a general office area.

A standard 1½" channel suspension grid(1), supports the water circulating coil (2), made from prefabricated headers to which ½" laterals are welded. The perforated aluminum panels(3), are fastened directly to the coil. These panels are finished in easily maintained baked enamel. A sound absorbing blanket is laid over the channel grid. The whole assembly is only a space-conserving, 3⅛" in depth.



Write for descriptive  
Burgess-Manning Catalog  
No. 138-2CM



**BURGESS-MANNING COMPANY**

Architectural Products Division  
5970 Northwest Highway, Chicago 31, Ill.

SEE OUR CATALOG  
IN SWEET'S  
ARCHITECTURAL  
FILE  
OR WRITE FOR COPY



# B&G EQUIPMENT INSTALLED FOR HEATING...SNOW MELTING ...AND DOMESTIC HOT WATER CIRCULATION IN INLAND STEEL BUILDING

In this outstanding building, B&G Series 1531 Pumps are used in three different applications to (1) circulate water in the first floor heating system, (2) supply hot anti-freeze solution to snow melting panels, (3) circulate chilled water and cooling tower make-up water.

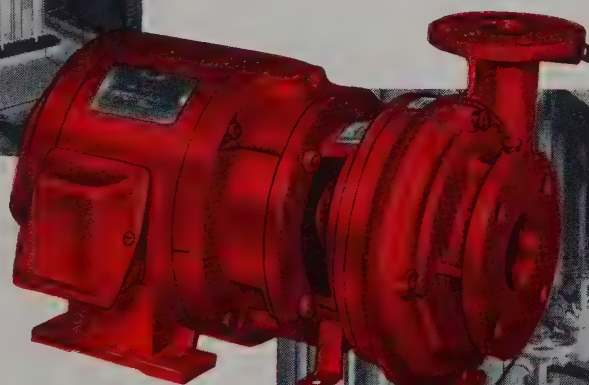
These pumps feature *vertical* split case construction which permits servicing without breaking pipe connections. They have leak-proof mechanical seals of "Remite"—a diamond-hard material developed by B&G.

The B&G Booster used to re-circulate domestic hot water is a bronze unit—immune to the corrosive effects of continuously circulated raw water. To heat the anti-freeze solution for the snow melting panels under the sidewalks and garage ramp and for supplying hot water to the first floor heating system, two B&G "SU" steam convertors are installed.

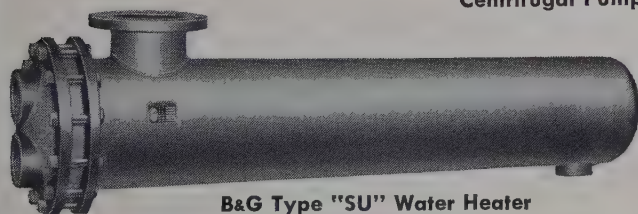


**Inland Steel Building, Chicago, Illinois**

**Architects and Engineers:**  
Skidmore, Owings & Merrill, Chicago.  
**General Contractor:**  
Turner Construction Company, Chicago.  
**Mechanical Contractor:** Economy  
Plumbing & Heating Company, Chicago.



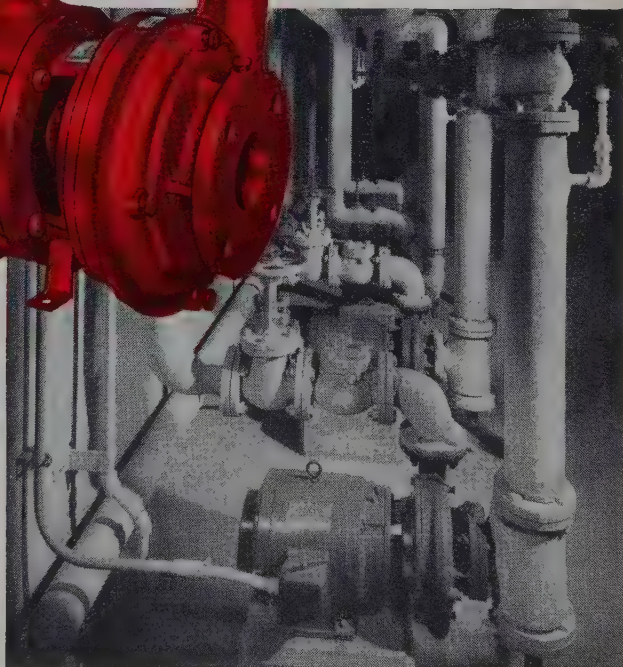
**B&G Series 1531  
Centrifugal Pump**



**B&G Type "SU" Water Heater**



**B&G Bronze  
Booster Pump**



*Battery of B&G Series 1531 Centrifugal Pumps  
in Inland Steel Building*

Send for literature on these B&G Products



Reg. U. S. Pat. Off.

## BELL & GOSSETT

C O M P A N Y

Dept. FS-28, Morton Grove, Illinois

Canadian Licensee: S. A. Armstrong Ltd., 1400 O'Connor Drive, Toronto 16, Ontario



# Again!

... in 1959, *the Citation of Merit*

awarded to the Import Motors Building, Northbrook, Ill.  
by the Chicago Chapter of the American Institute of Architects. Designed by Hausner & Macsai, Archs. and built by Joseph T. Carp, Inc.

... in 1958, it was the Evans Scholar Foundation Building.  
Designed by Bertram Weber, Architect and built by Joseph T. Carp, Inc.

... in 1957, it was the Pfizer Building, designed  
by Ralph Stoetzel, Arch. and built by Joseph T. Carp, Inc.

We are especially pleased . . .

to have been associated with these fine architects,  
subcontractors, and suppliers on these award-winning  
buildings.

**JOSEPH T. CARP, INC.**

5640 NORTHWEST HIGHWAY, CHICAGO 46, ILLINOIS

**GENERAL CONTRACTORS  
AND BUILDERS**

PHONE: ROdney 3-2800-01-02



# How an Air-to-Air Heat Pump solved this factory's problem

(and saved \$3500 to boot)



This Heat Pump System called for 10 fin heat exchangers located on the roof of the plant. Each coil is approximately 3 ft. high and 11 ft. long. They serve either as a condenser or evaporator.

## The problem:

The Walter Precision Company, Franklin Park, Illinois, manufactures instrument parts. The nature of the work requires year round air conditioning. The 8500-sq.-ft., one-story plant houses 40-50 employees.

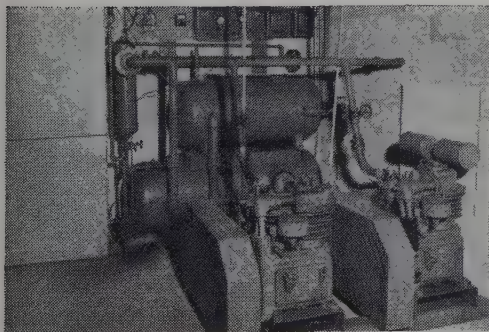
Heavy internal heat load results from high intensity lighting, motors and people—a "plus" in winter, a problem in summer. Only high-cost well water was available, thus ruling out conventional water-cooled refrigeration.

## The solution:

An air-to-air heat pump system was designed by Refrigeration Systems, Inc. Two standard 20-hp refrigerating units are used. Compressors are operated either singly or together on either heating or cooling.

Only difference from conventional air-handling equipment is the ten fin-coil heat exchangers located on the roof. They supply heat from the outdoor air in winter, get rid of indoor heat in summer.

After several years' operation, owner August Schlotfeldt describes results as "highly satisfactory". Only one compressor has been used a majority of the time, indicating more than enough capacity. Initial cost was \$3500 less than cooling plus conventional heating system. Operating cost is competitive with other types.



The two 20-hp refrigeration machines can be operated together or singly on either heating or cooling.



Commonwealth Edison

AND

Public Service Company





Fifth annual civic pride luncheon

## Honor Architecture and Building Work

THE architects, contractors, associated building craftsmen, and owners of 11 buildings constructed in Chicagoland during the last five years were honored on April 14 at the city's fifth annual Civic Pride Luncheon. The Chicago Association of Commerce and Industry and the Chicago Chapter of the American Institute of Architects sponsor this yearly program to encourage excellence in architectural design and related arts and craftsmanship. The 1959 program recognized superior design and construction of buildings completed in the Chicago Metropolitan Area during the five-year period since January 1, 1954.

Six honor awards and six citations of merit were presented. An honor award for fine arts was also given to Richard A. Lippold for his sculpture in the lobby of the Inland Steel Building, 30 W. Monroe Street.

Members of this year's Awards Jury were: Douglas Haskell, Editor of Architectural Forum; Harris Armstrong, A.I.A., St. Louis, and Ralph E. Rapson, A.I.A., Dean of the School of Architecture, University of Minnesota, assisted by two representatives of the Chicago Association of Commerce and Industry, James E. Rutherford, Vice President, Prudential Insurance Company and George L. Irvine, Vice President, General Electric Company.



# American City: Threat or Promise?

**By OTTO L. NELSON, JR.**

Vice president in Charge of Housing,  
New York Life Insurance Company



Otto L. Nelson, Jr.

**W**ITHIN the last one hundred years, the United States has shifted from an 85 per cent rural society to one which is 85 per cent urban. By 1975 we will have increased our population by 60 million, 55 million of which will live in metropolitan areas. Each year we are chewing up about one million more acres of the countryside, converting open land to residential, industrial and business use. The New York metropolitan region will increase in population from 15 million in 1955 to 19 million in 1975, an increase of 26 per cent or 4 million. This is about the number now residing in the entire Philadelphia metropolitan area. Similarly, it is estimated that metropolitan Chicago will expand from a population of 6½ million in 1958 to 10 million by 1980—an increase of over 50 per cent, a rate of growth twice that of the New York region. The impact of this population increase in the immediate future on

our urban areas is staggering to contemplate.

I refer to metropolitan areas because it is in that context that the central city must be considered in the future. The American suburb and its sprawling ex-urbia have form and meaning only in terms of their relationship to the central city which supports them. Healthy metropolitan development and growth cannot occur without a healthy core, which is the heart and nerve center of the region. Inevitably the civic, fiscal and economic well-being of the central city determines the progress and prosperity of the entire area and, along with the other central cities, the economic well-being of the nation. And so, for better or worse, the American future depends on what we do with our cities.

Even if it were possible to abandon our cities for a highly decentralized suburban and country sprawl, I am confident that the people of our

*(Continued on page 63)*



# CIVIC PRIDE LUNCHEON



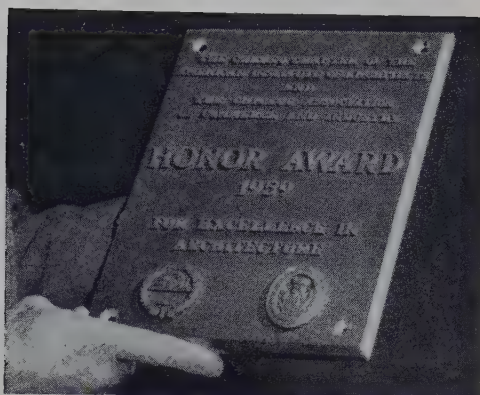
Five of the honor award winners for new building construction line up here with Paul W. Goodrich (left center), president of the Chicago Title and Trust Company and the Chicago Association of Commerce and Industry, and co-chairman of the awards luncheon, and Bertram A. Weber (right center), fellow of the American Institute of Architects and planning co-ordinator for the awards. The winners are (l. to r.) Richard S. Saunders, representing the owners of the Unitarian Church of Evanston; Harold Levin, whose home in Olympia Fields, Ill., received an award for residential construction; Stanley Goodfriend, representing Arthur Rubloff & Company, developers of the Drexel House and Gardens Project; Rich F. Curran, president of the Joliet school board, recipient of an award for the Gompers Junior High School; and Thomas Ware, representing International Minerals and Chemical Corporation's administrative and research center in Skokie, Ill.



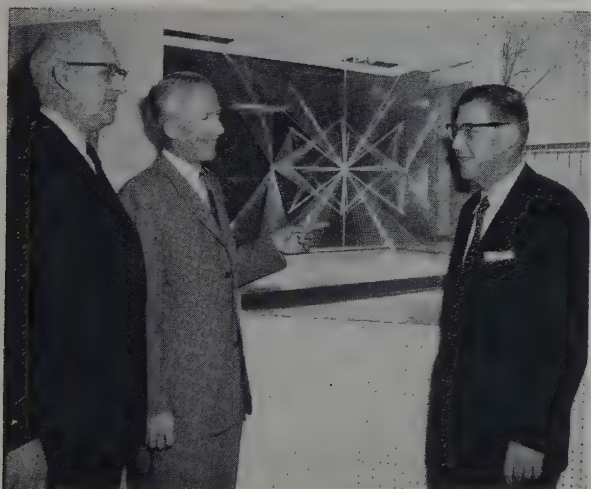
Mort Crane of Crane Construction Company (l.) and Robert O. Hausner of Hausner & Macsai, architectural firm, recipients of merit citations for the 1150 Lake Shore Drive Apartments are shown "inspecting their premises." A citation was also given to John J. Mack on behalf of the owners, John J. Mack & Raymond Sher



# HIGHLIGHTS

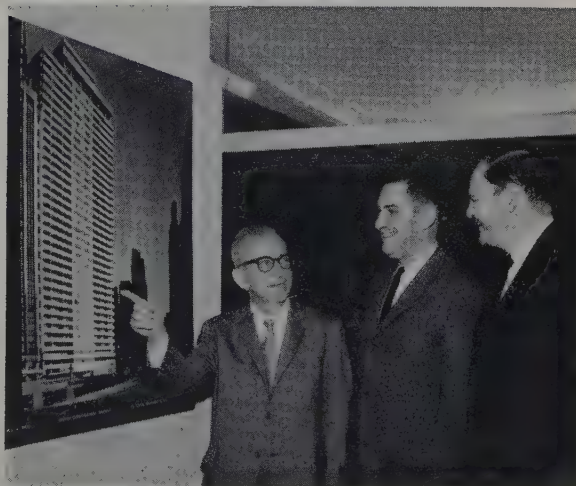


Recipient of one of the honor awards for new building construction is Bertrand Goldberg of Bertrand Goldberg Associates, architects for the Drexel House and Gardens Project at 48th Street and Drexel Boulevard. Stanley Goodfriend of Arthur Rubloff & Company, developers of the project, was the other recipient. The two received their awards, along with the others, immediately after the luncheon



Discussing the special fine arts award for sculpture in the Inland Steel Building lobby are (l. to r.) Co-chairman Paul Goodrich, Clarence L. Holmberg, director of administration for Inland Steel Company, and Bertram Weber. Richard A. Lippold, sculptor, was the recipient of the award.

Three merit winners discuss their joint venture in creating Executive House, 71 East Wacker Drive. Left to right they are George S. Lurie of Southern Realty Company, owners of the building; Jay L. Frankel of Wacker Construction Company, builders; and Milton M. Schwartz of Milton M. Schwartz & Associates, architects





# 1959 — HONOR AWARDS

★ HONOR AWARD ★

For  
Commercial Building



INTERNATIONAL MINERALS & CHEMICAL CORPORATION

Administrative and Research Center

Skokie, Ill.





# AND CITATIONS



CITATION: Commended for the fine over-all control and balance, unusual amount and quality of modern art with public spaces brightly colored and inviting.

ARCHITECT:  
Perkins & Will

BUILDER:  
Turner Construction Company





★ HONOR AWARD ★  
For Residential Building

MR. & MRS. HAROLD LEVIN  
Olympia Fields, Ill.

ARCHITECT: George Fred Keck-William Keck  
BUILDER: Roberts Construction Company





CITATION: Mature and impeccable in taste, elegant in shape, and excellent in its usable plan.







★ HONOR AWARD ★

DREXEL HOUSE AND GARDENS PROJECT  
Chicago, Illinois

ARCHITECT: Bertrand Goldberg Associates

DEVELOPER: Arthur Rubloff & Company



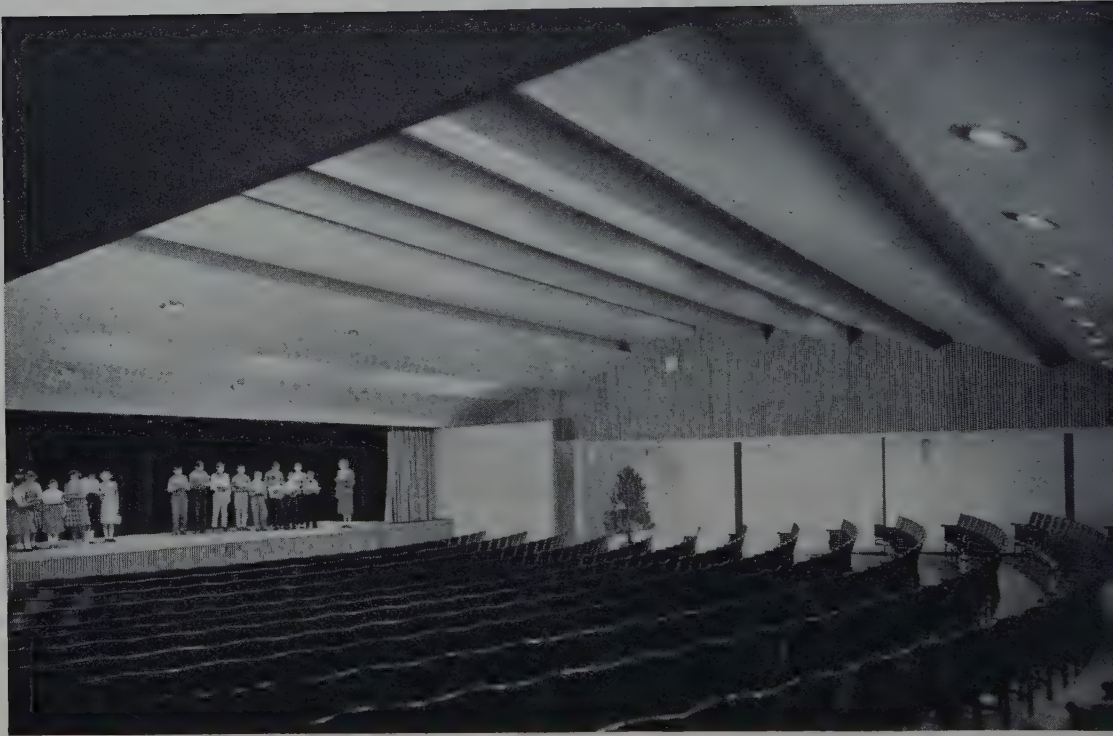


CITATION: Admired the warmth and skill  
in allotting exterior and interior private space.



★ HONOR AWARD ★  
For Educational Building

GOMPERS JUNIOR HIGH SCHOOL  
Joliet, Illinois



ARCHITECT: Skidmore, Owings and Merrill

ASSOCIATE ARCHITECT: Levon Seron

BUILDER: Mercury Builders, Inc.





CITATION: A strong architectural statement, the simplicity with which a complex plan has been organized with ample pleasant interior courts.



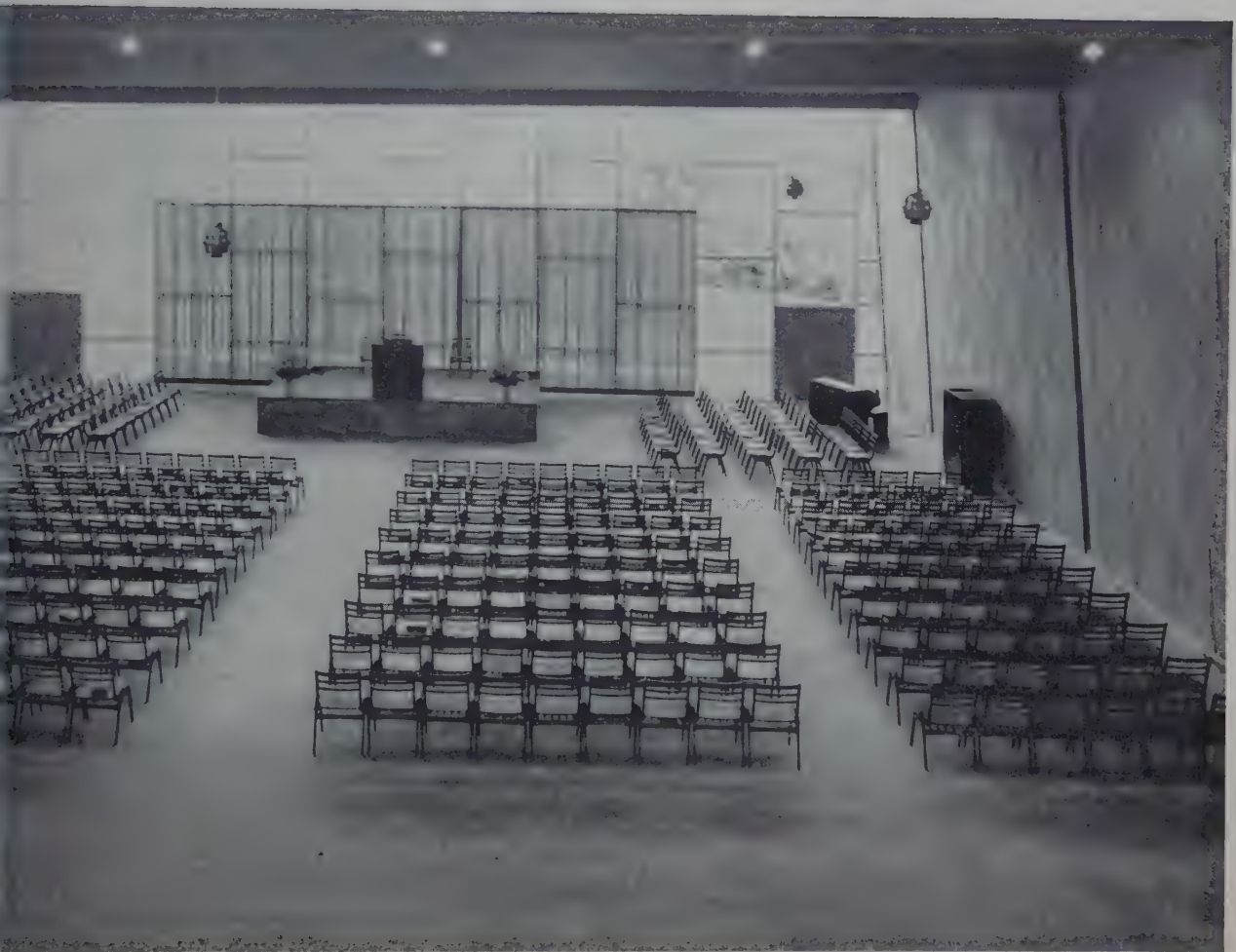


CITATION: A majority jury selection commended for an unusually bold concept and appropriate to the religious faith of the congregation.



★ HONOR AWARD ★  
For Church Building

THE UNITARIAN CHURCH  
of Evanston, Illinois



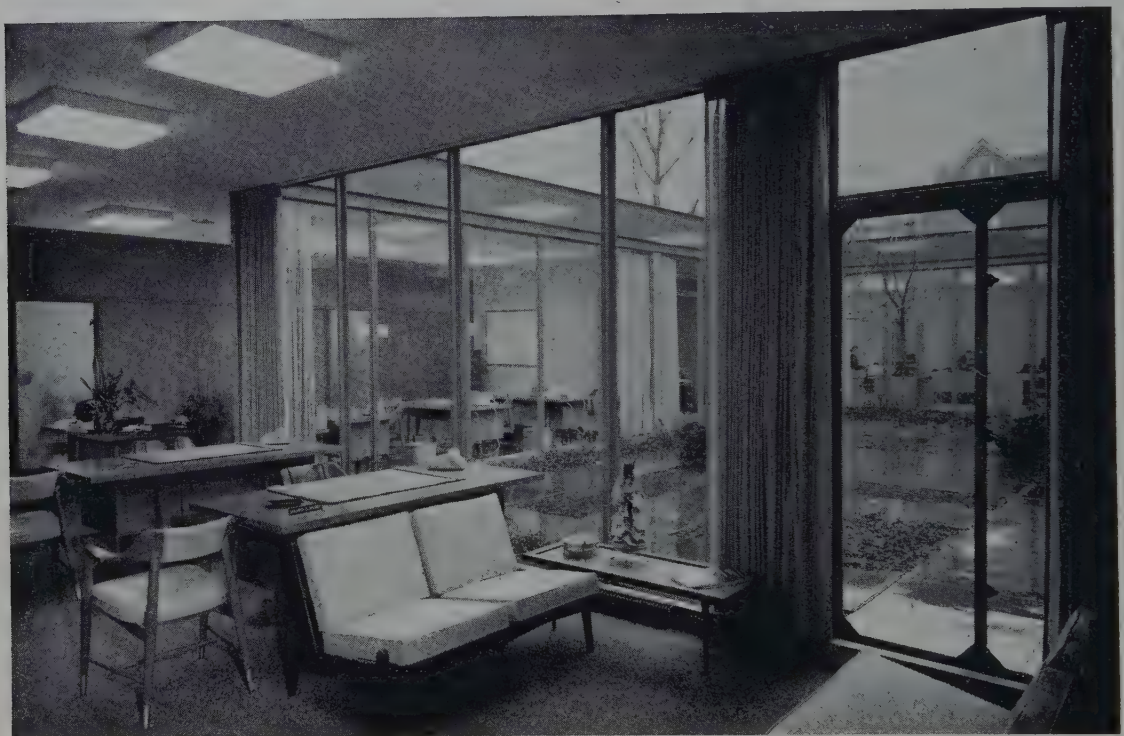
ARCHITECT: Schweikher, Elting and Bennett  
BUILDER: Corbetta Construction Company, Inc.



# CITATIONS OF MERIT

## For Commercial Building

LONG-KOGEN, INC. REALTORS OFFICE BUILDING



OWNER: Long-Kogen, Inc.

ARCHITECT: Ezra Gordon and Jack Martin Levin

BUILDER: Strickett Construction Company





CITATION: Intrigued by the triple office facility grouped about a shallow and pleasant court.





★ CITATION OF MERIT ★

For

**Commercial Buildings**

EXECUTIVE HOUSE, CHICAGO, ILL.





CITATION: Vigorous skyline addition with in-and-out balcony tiers, and a new hotel concept.

OWNER: Southern Realty Co.

ARCHITECT: Milton M. Schwartz  
& Associates, Inc.

BUILDER: Wacker Construction  
Company







★ CITATION OF MERIT ★

For

**High Rise Apartments**

**CITATION:** Praise for obtaining maximum window area toward view with a nice quality of space in lobby and waiting space and effective use of sand wall murals.







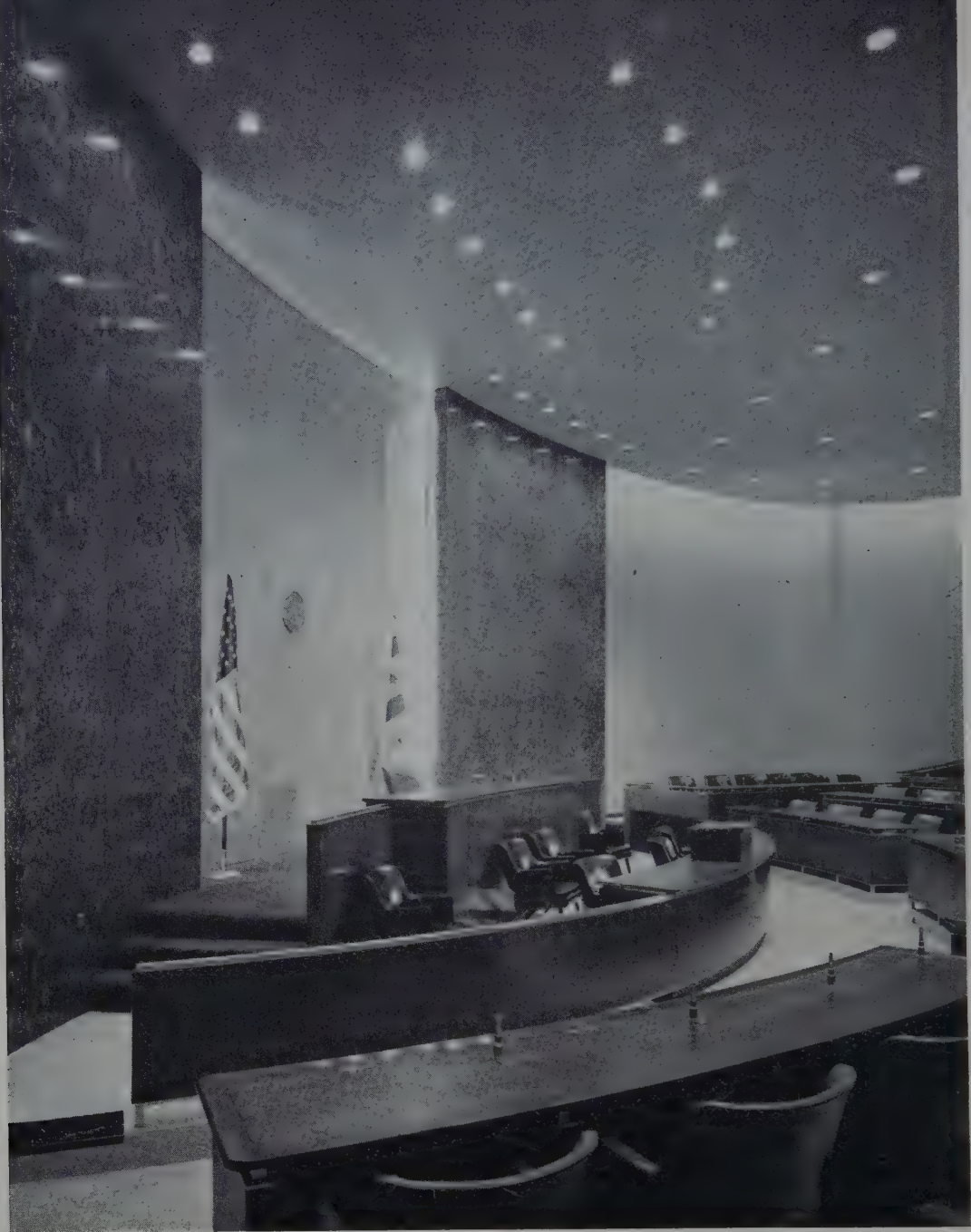
1150 LAKE SHORE DRIVE APARTMENTS, CHICAGO, ILL.

OWNER: John J. Mack and Raymond Scher

ARCHITECT: Hausner and Macsai

BUILDER: Crane Construction Company, Inc.





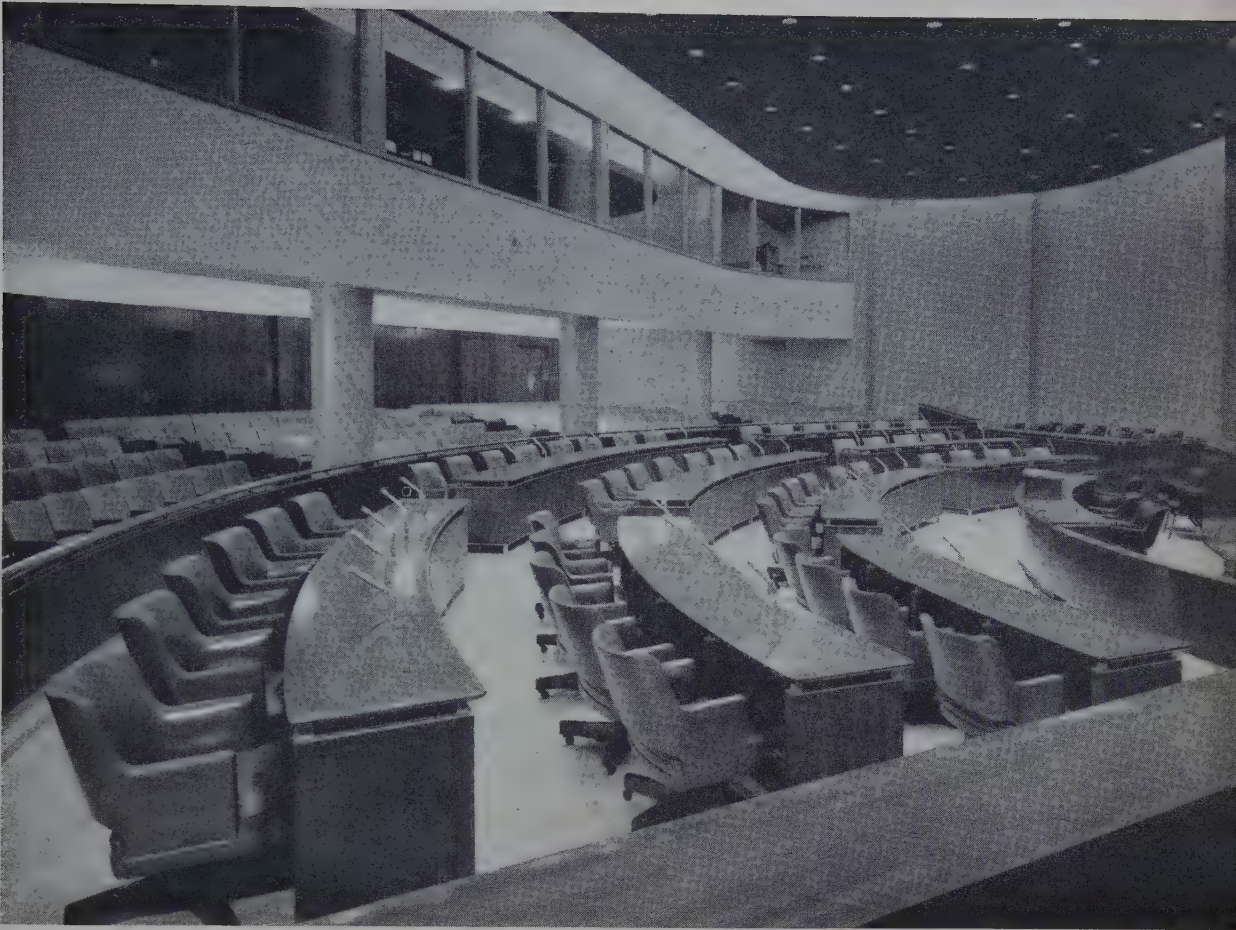
★ CITATION OF MERIT ★

For

**Rehabilitation and Alterations**

COUNCIL CHAMBERS OF CITY HALL





CITATION: Provided a skillful use of space with improved lighting in dignified materials without ostentation.

OWNER: City of Chicago

ARCHITECT: Paul Gerhardt, Jr.





★ CITATION OF MERIT ★

For

**Residential Building**

OWNER: Professor Gale Johnson

ARCHITECT: Harry Weese and Associates

BUILDER: Zisock Construction Company

CITATION: Significant essay in urban row housing with interesting plan, bold effort to compose irregular openings.







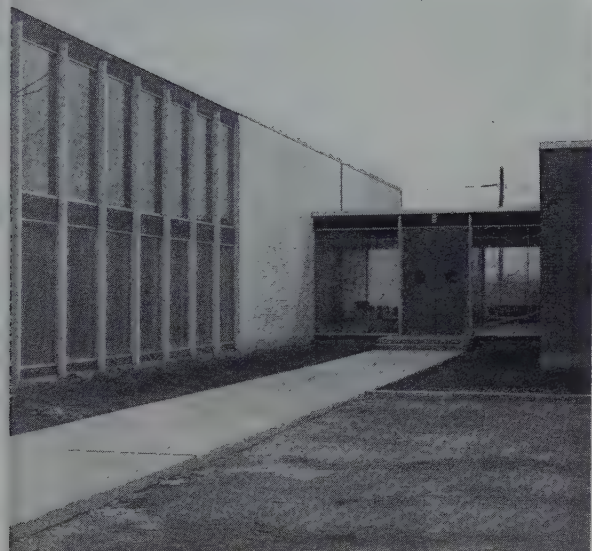
★ CITATION OF MERIT ★

for

**Volkswagen Office and  
Warehouse for Midwest  
Northbrook, Illinois**

OWNER:

Import Motors of Chicago, Inc.

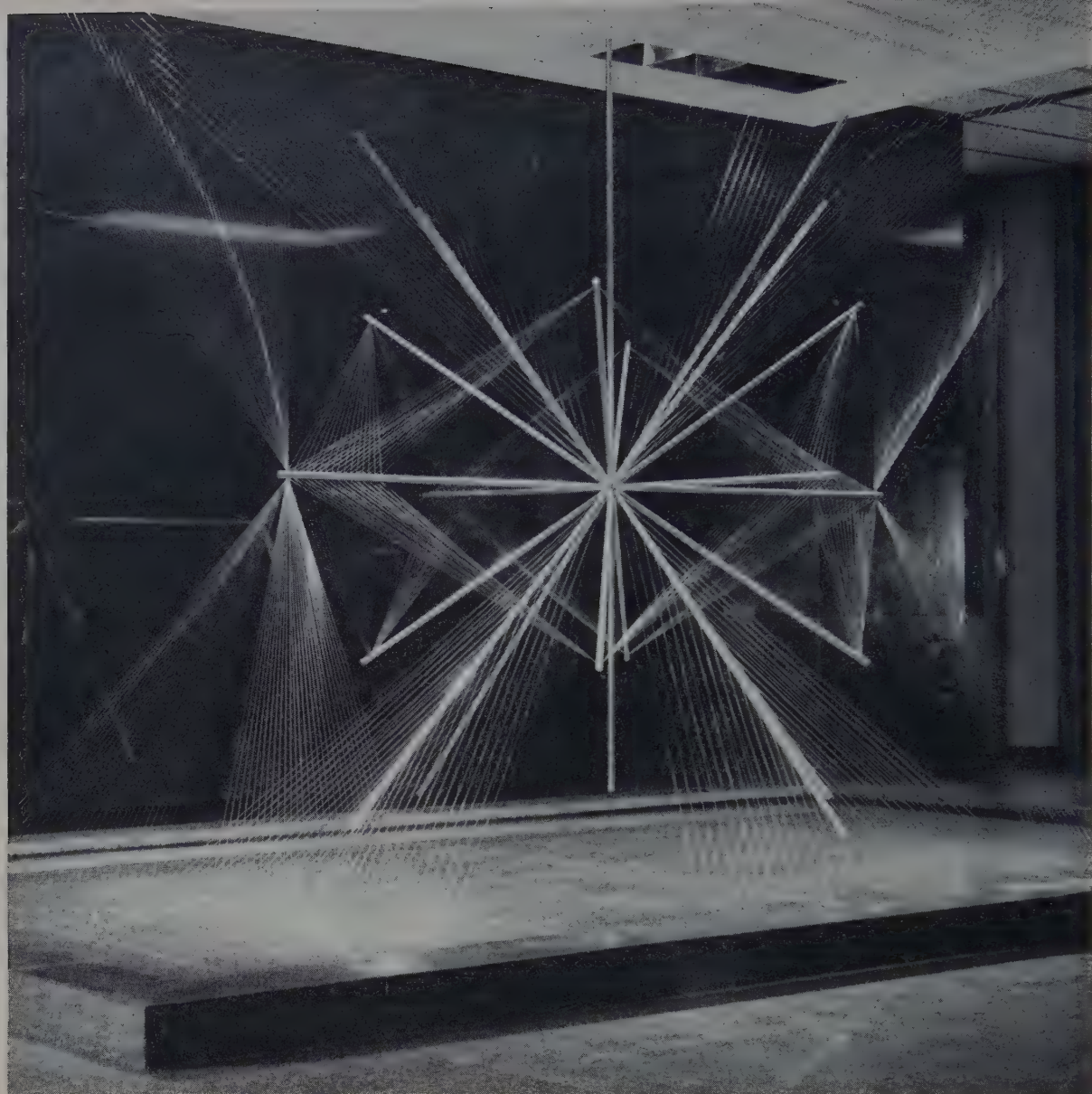


ARCHITECT: Hausner and Macsai

BUILDER: Joseph T. Carp. Inc.

CITATION: Meticulous simple and clean handling of two colorful related building masses.





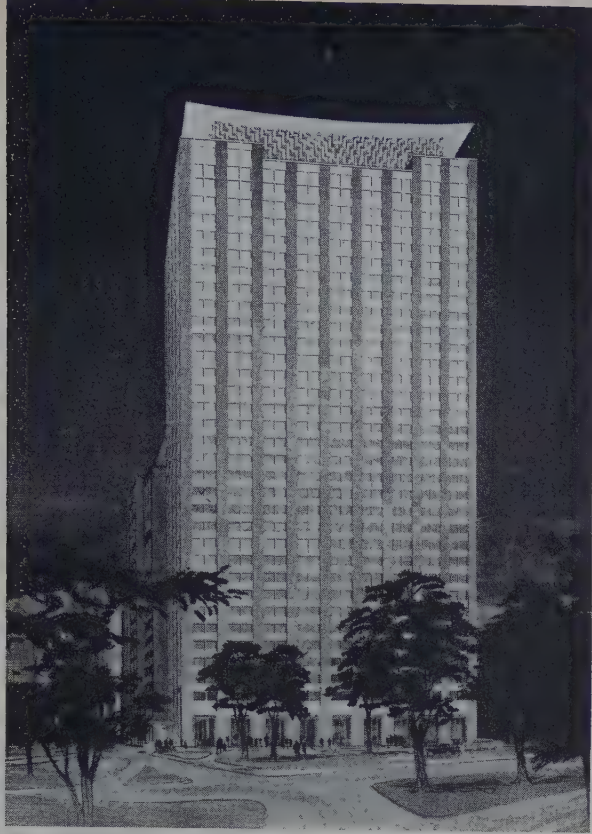
★ HONOR AWARD ★

**For Fine Arts**

TO RICHARD A. LIPPOLD, SCULPTOR  
For Sculpture In Inland Steel Building Lobby  
ARCHITECT: Skidmore, Owings and Merrill

CITATION: A fine glittering abstraction, fitting well in the building,  
and having direct popular appeal.





Another luxury apartment building under construction at 1550 Lake Shore Drive.  
Shaw Metz & Dolio—Architects & Engineers

## CRANE CONSTRUCTION COMPANY, INC.

— general contractors —

builders of the  
Architectural Award Winning  
1150 Lake Shore Drive Apartments

201 EAST WALTON PLACE  
Whitehall 3-1030

# GATEWAY ENGINEERING CO.

- STEEL REINFORCING
- WIRE MESH & ACCESSORIES

REMOVABLE METAL FORM WORK

FOR HONOR AWARD WINNER

INTERNATIONAL MINERALS & CHEMICAL CORPORATION

3233 W. Grand Ave.

Phone NEvada 2-1100.

Chicago, Ill.





SYMBOL OF QUALITY

*Fine Craftsmanship*  
SINCE 1912

CORNELIA 7-1244

**ALLEN TILING CO.**

3232 N. ELSTON AVE.

CHICAGO 18, ILL.

*Compliments of*

**CARRIER CORPORATION**

MERCHANDISE MART PLAZA

*Air Conditioning Equipment*



## Honor Award Winners — 1955 - 58

Nineteen fifty-nine is the fifth consecutive year in which the Chicago Chapter of the American Institute of Architects and the Chicago Association of Commerce and Industry have jointly sponsored the Architectural Honor Awards Program. Following are the honor award winners in the years 1955-1958 inclusive:

### 1955 Honor Awards

For Industrial Buildings — Sawyer Biscuit Company. Architect: Skidmore, Owings and Merrill; Contractor: George A. Fuller Company.

For Commercial Buildings — Village Market. Architect: Mittelbush and Tourtelot; Contractor: William Joern and Sons.

For Institutional Buildings — Saint Patrick's High School. Architect: Belli and Belli; Contractor: J. W. Snyder Company. Veterans Administration Research Hospital. Architect: Schmidt, Garden and Erickson; Contractor: O'Neil-Kenny Construction Company.

For Residential Buildings — Lake Meadows Apartments. Architect: Skidmore, Owings and Merrill; Contractor: Turner Construction Company.

Miscellaneous Group — American Bar Center. Architect: Holabird and Root and Burgee; Contractor: Turner Construction Company.

For Woodwork — Woodwork Corporation of America. Hartmann-Sanders Company.

For Superior Craftsmanship in Architectural Metal Work — Hagerstrom Metalcraft Studio. Rippel Architectural Metals.

For Terra Cotta Work — American Terra Cotta Corporation.

### 1956 Honor Awards

For Commercial Buildings — Prudential Building. Architect: Naess and Murphy; Builder: George A. Fuller Company. Hubbard Woods Fashion Center. Architect: Cone and Dornbusch; Builder: Hope Construction Company.

For Commercial Building Altera-

tions — American National Bank and Trust Company. Architect: Skidmore, Owings and Merrill; Builder: Gerhardt F. Meyne Company.

Special Group — Parking Facilities — City of Chicago.

For Institutional Buildings — Highland Park High School. Architect: Loeb, Schlossman and Bennett; Builder: Gust K. Newberg Construction Company. Elliott Chappel of the Presbyterian Home. Architect: Schmidt, Garden and Erikson; Builder: William E. Schweitzer and Company.

Miscellaneous Groups — National Headquarters Building, National Congress of Parents and Teachers. Architect: Holabird and Root and Burgee; Builder: Poirot Construction Company.

For Outstanding Creative Work in the Fine Arts — Sylvia Shaw Judson.

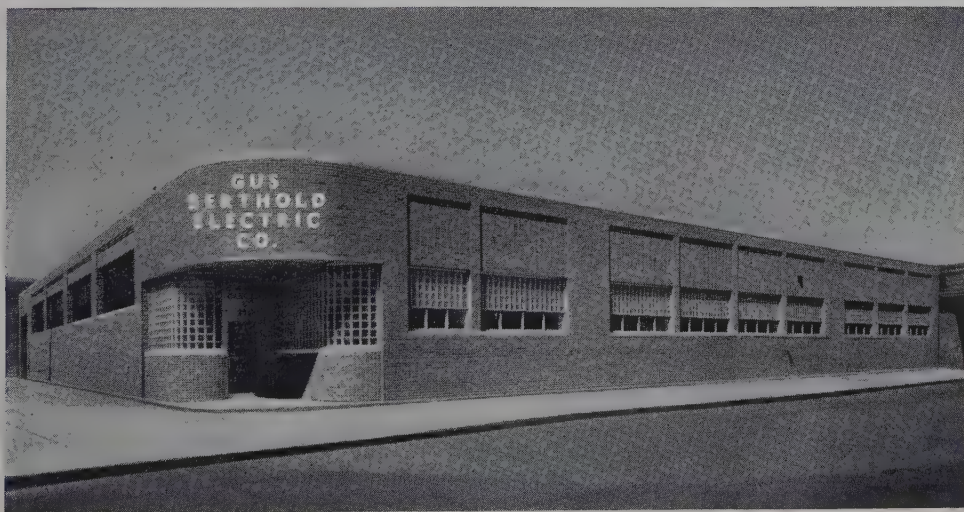
For Superior Craftsmanship in the Building Trades Allied to Architecture — Ravenswood Tile Company.

For Superior Craftsmanship —

*(Continued on page 59)*

# GUS BERTHOLD ELECTRIC CO.

Selected to build the switchboard equipment for the new Chicago Convention Hall



20,000 SQ. FT. AT 1900 W. CARROLL AVE.

**FIFTY YEARS OF SERVICE TO ARCHITECTS, ENGINEERS AND CONTRACTORS**  
SWITCHBOARDS — PANELBOARDS — STEEL CABINETS — CONTROL CENTERS  
1900 W. CARROLL AVE., CHICAGO 12, ILL. **CHesapeake 3-5767**



# **DOETSCH BROS., Excavating**

**35 E. PALATINE ROAD**

**WHEELING, ILLINOIS**

**LEhigh 7-2280**

**DAvis 8-8111**



**ESTABLISHED 1912**

## **Weyrich Roofing Co.**



**Roofing Contractors for  
Award Winner  
Long & Kogen Office Bldg.**



**Commercial • Industrial • Institutional**



**LONgbeach 1-5303  
2515 W. Carmen**

## **ENTERPRISE MARBLE CO.**

**FOREIGN AND DOMESTIC  
MARBLES AND SLATE**

**Salutes**

**1959 Citation of Merit Winner**

**EXECUTIVE HOUSE**

**Milton M. Schwartz & Associates, Inc.  
Architect**

**Walker Construction Co.  
Builder**

**ENTERPRISE MARBLE CO.  
3539 N. Southport Ave.  
GRaceland 2-6940**

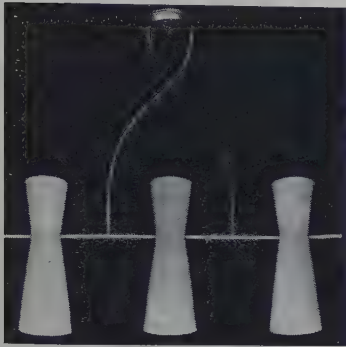


# ADDISON LIGHTING

Special Lighting fixtures by Addison offer finest designs, best finish and quality workmanship—but at the lowest prices. We specialize in Hotel and Restaurant custom lighting. Any size; any design; any finish. Write or phone for photos or sketches.



Visit "Carousel-In-The-Sky" — fabulous new 48th floor dine and drink spot atop Chicago's Morrison Hotel — and see one of our latest installations. When in Chicago visit our display space, Suite 12-117, in the Merchandise Mart.



Our Designing and Engineering Staff  
is at your service.

**ADDISON LIGHTING CO.**

SUITE 12 - 117  
MERCHANDISE MART  
CHICAGO 54, ILL.  
PHONE: SUPERIOR 7-8113



## MERCURY BUILDERS INC.

### GENERAL CONTRACTORS



**Builders of over 100 Public and Institutional Projects  
and this year's Honor Award Winner**

**Gomper's Junior High School  
Joliet, Illinois**



**761 So. Harlem Ave., Forest Park, Ill.**

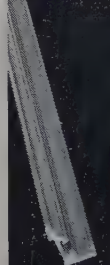
**FOREST 6-4910**





4 more cost-cutting examples of

Commercial Door Shape



Appliance Trim Section

## ALUMINUM Extrusioneering

Here are more examples of P-E Aluminum Extrusioneering. All angles, flutes and varying thicknesses required for each piece are produced in a single operation without machining. Each design offers inherent advantage of greater strength in less weight and the plus benefits of a durable, non-corrosive finish. Perhaps our non-competitive mill service can help you improve your product and cut costs. Over 5,000 standard shapes are available without die charge.

WRITE for *Extrusioneering News* — gives case reports and helpful technical data.



**PRECISION EXTRUSIONS, INC.**  
728 E. GREEN AVENUE BENSenville, ILL.  
PHONE: PORTer 6-0098 • (Chicago) TUXedo 9-1701

*Chicago's Oldest, Most Experienced Aluminum Extruder*

REGIONAL SALES OFFICES

St. Paul MI 6-2887	Milwaukee BR 3-6446	Grand Rapids GL 1-2511	Philadelphia MA 7-6860	Los Angeles BR 2-8721
-----------------------	------------------------	---------------------------	---------------------------	--------------------------

4 more cost-cutting examples of



## ALUMINUM

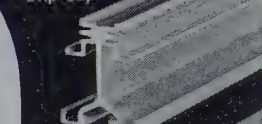
## Extrusioneering

Here are more examples of P-E Aluminum Extrusioneering. All angles, flutes and varying thicknesses required for each piece are produced in a single operation without machining. Each design offers inherent advantage of greater strength in less weight and the plus benefits of a durable, non-corrosive finish. Perhaps our non-competitive mill service can help you improve your product and cut costs. Over 5,000 standard shapes are available without die charge.

WRITE for *Extrusioneering News* — gives case reports and helpful technical data.



House Trailer Drip Cap



Greenhouse Roof Bar



Screen Door Frame



Radio Heat Exchanger Base



**PRECISION EXTRUSIONS, INC.**  
728 E. GREEN AVENUE BENSenville, ILL.  
PHONE: PORTer 6-0098 • (Chicago) TUXedo 9-1701

*Chicago's Oldest, Most Experienced Aluminum Extruder*

REGIONAL SALES OFFICES

St. Paul MI 6-2887	Milwaukee BR 3-6446	Grand Rapids GL 1-2511	Philadelphia MA 7-6860	Los Angeles BR 2-8721
-----------------------	------------------------	---------------------------	---------------------------	--------------------------

## ECONOMY PLUMBING AND HEATING, Inc.

*Since 1918*

★ CITATION OF MERIT  
EXECUTIVE HOUSE

CONTRACTORS FOR  
PLUMBING  
HEATING, AND  
AIR CONDITIONING

CRawford 7-0200

1308 So. Pulaski

Chicago 23

## W.T. Mahoney & Sons, Inc.

Plumbing & Heating  
Contractors & Engineers

Plumbing and Sewage Contractor  
for the  
International Minerals & Chemical Corp.  
Honor Award Winning Bldg.  
Skokie, Illinois

1943 N. California Ave.

Chicago 47, Illinois

## ALbany 2-1606



stonework — Caesar Fiocchi Company.

#### 1957 Honor Awards

The Chess Pavilion. Architect: Maurice Webster; Contractor: R. C. Wieboldt Company.

Dunbar Vocational High School. Architect: Holabird, Root and Burgee; Contractor: Joseph J. Duffy Construction Company.

Parking Facility Number 6. Architect: Holabird, Root and Burgee; Contractor: Herlihy Mid-Continent Company.

3950 Lake Shore Drive. Architect: Shaw, Metz and Dolio; Contractor: Crane Construction Company.

American Dental Association Building. Architect: Childs and Smith; Contractor: Gerhardt F. Meyne Company.

Continental Can Company, Inc. Architect: Schmidt, Garden and Erickson; Contractor: George A. Fuller Company.

Marshall Field and Company Building — Old Orchard Business District. Architect: Loeb, Schlossman and Bennett; Contractor: Inland Construction Company.

Carson Pirie Scott and Company — Edens Plaza Shopping Center. Architects: Welton Beckett and Associates; and Graham, Anderson, Probst and White; Contractor: George A. Fuller Company.

#### 1958 Honor Awards

For Industrial Building — Avon Products Office and Laboratory Building. Architect: Skidmore, Owings and Merrill; Contractor: Chell and Anderson, Inc.

For Commercial Building — Inland Steel Building. Architect: Skidmore, Owings and Merrill; Contractor: Turner Construction Company.

For Residential Building — 900 Esplanade Apartments. Architects: Friedman, Alsculer and Sincere Associate Mies van der Rohe; Contractor: Herbert Construction Company and Sumner Collitt Company.

For Residential Building — Residence of Mr. and Mrs. McCormick Blair. Architect: George Fred Keck and William Keck; Contractor: Carroll Construction Company, Inc.

For Superior Craftsmanship in Architectural Metal Work — To Rippel Architectural Metals, Inc., for Chicago Sun-Times Building. Architect: Naess and Murphy.

For Rehabilitation and Alterations — 332 North Michigan Avenue Office Building. Architect: Barancik, Conte and Associates.



## Ship and Travel Santa Fe

The only railroad  
*under one management*  
that links Chicago,  
California, Colorado,  
Texas and points in  
the busy southwest.

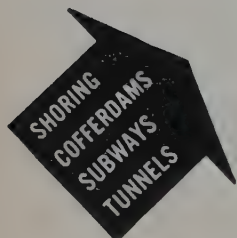




# Spencer White & Prentiss INC.



CATALOGUE ON REQUEST



10 E. 40th ST., NEW YORK 16

DETROIT: 2033 PARK AVE.

CHICAGO: 221 NORTH LaSALLE ST.

WASHINGTON, D. C.: TOWER BLDG.

PITTSBURGH: EMPIRE BLDG.

OF CANADA:

2052 ST. CATHERINE ST. WEST, MONTREAL

## Hooker Glass & Paint Mfg. Co.

659 W. Washington Blvd. Chicago 6, Ill.

ANdover 3-4300

- PAINT
- GLASS
- MIRRORS

Glazing Contractors  
for

Honor Award Winner  
International Minerals and Chemical  
Corporation  
Administrative and Research Center  
Skokie, Illinois

Citation of Merit Winners  
Executive House  
and  
Residence of Professor Gale Johnson  
Chicago, Illinois

## W. J. DONAHOE CO.

•  
INSULATING  
CONTRACTORS

HOT AND COLD SURFACE  
COVERINGS AND LININGS

•  
9 SOUTH CLINTON STREET

CHICAGO 6, ILL.

FRanklin 2-1325



OUR FIFTIETH YEAR

# CHICAGO PAINTING SERVICE CHICAGO

Formerly

CHICAGO DECORATING CO.

INDUSTRIAL PAINTING CONTRACTORS

"IF IT TAKES PAINT — WE APPLY IT"

3223 West Fillmore Street

NEvada 8-0210

CHICAGO 24, ILL.

JAMES, SCHAEFFER & SCHIMMING, Inc.

CONSTRUCTION ENGINEERS

AND

SURVEYORS

Established 1930

228 N. LaSalle St.

FRanklin 2-0136

Chicago 1, Illinois

STate 2-9641

phone  
**EFENGEE**  
SEeley  
8-3500

for all your  
**ELECTRICAL NEEDS**

• 22 Trunk Lines • Insure Prompt and Efficient Service • Quick Deliveries From Our Stock of Over 50,000 Items • Ample Parking Space for Pick-Up Convenience

*Efenggee*

**ELECTRICAL SUPPLY CO.**

40 Years of Dependable Service

Wholesalers of Everything Electrical • 965 West Chicago Avenue • Chicago 22, Illinois

Waukegan Branch • **INTERSTATE ELECTRICAL SUPPLY CO.**

1020 Greenwood, Waukegan, Illinois • Phone: Ontario 2-1194



## THE OLSON LATHING CO.

"Quality Lathing At Its Best"

Proudly Announce Their  
Participation In The

Honor Award Winner



International Minerals  
& Chemical Corporation

• • •

For over 50 years we have  
been doing quality lathing in  
the Chicagoland area.

We are specialists in acoustical  
lathing and lathing for plaster-  
ing for institutional, commer-  
cial and industrial buildings.

• • •

Other Installations By  
Olson Lathing

Acoustical

Illinois State Psychiatric Hospital

American Hospital Association

West Leyden Township High School

Proviso West Township High School

30 N. Michigan Avenue Building  
(Remodeling)

Plastering

West Leyden Township High School

Proviso West Township High School

Illinois Research Hospital

Bodine Electric Co.

Christ The King Seminary

• • •

**THE OLSON LATHING CO.**

7404 Madison

Forest Park, Ill.

ES. 9-0972

FO. 6-4884



**W. J.  
O'BRIEN  
Electric Co., Inc.**

ELECTRICAL CONTRACTORS



Announces Proudly Their Participation In  
HONOR AWARD WINNER  
International Minerals & Chemical Corp.  
Administrative and Research Center  
Skokie, Ill.



Quality Work In A Quality Bldg.



1608 N. Milwaukee Ave.  
Chicago 47, Ill. HU. 6-1288

**Mayer Paving Company**

**Bituminous Paving  
of All Types**

7300 St. Louis

Skokie, Ill.

BRiargate 4-8550

ORchard 5-3400

Work Performed For Award Winner:  
International Minerals and Chemical Corporation

We Were Privileged to Construct the  
Parking Lot at Volkswagen's  
Midwest Headquarters for  
the Award Winning Team.



Owner: Import Motors Inc.  
General Contractor: Joseph T. Carp, Inc.  
Architect: Hausner & Macsai



**ARCOLE MIDWEST CORPORATION**

3225 Main Street  
Evanston, Illinois  
ORchard 3-4900

**PRICE  
PLASTERING**

1353 East St., Crete, Ill.

ORiole 2-4741



Plastering Contractor  
for

Honor Award Winner  
Mr. and Mrs. Harold Levin Residence



country would reject such a situation. For it is in our cities that man has found the highest development of our civilization, our culture, our productive and business efficiency, our gregarious social relationships, and our ability to live, work and get along with one another. Because he expressed a viewpoint I believe many of us share, I would like to quote one of our popular TV commentators, Charles Van Doren, who was on the "TODAY" show of one-time Chicagoan, Dave Garroway:

"There are moments in life which are moments of decision, of course, and my wife and I have just passed through such a one. About my age, many couples that have been brought up in cities and now have families of their own, must make the great choice: Will they flee to the suburbs? Will they join the mass exodus from what almost seem to be our dying cities? Or will they stay behind and try to hold the line? Well, we've decided to stay behind . . .

"Men have been making cities for 10,000 years, and in a sense city-making is the very essence of civilization. Man is a social animal and the idea behind a city is that the whole is greater than the sum of its parts; that many people together can accomplish more than they can separately. It's a true idea. Cities have an extraordinary effect on people. They bring out the best in us as well as the worst. But the best is more important and lasts longer. Cities seem to squeeze talent and skill out of people that they wouldn't have—even the same individuals—if they were living apart . . .

"Besides forcing us to do our best human work, cities have another important effect on us and on our children. Despite the reports, which are much overemphasized, of juvenile delinquency, muggings, disorder, and the dirt and the noise and the hurry, all large-scale cities have shown that city children are, on the average, brighter, bigger, stronger and healthier than non-city children. On the average, their IQ's are higher and they even live longer. Since so many people leave the city for the sake of their children, I thought I ought to mention this



**Designed With Architects In Mind!**

## A Small Whiteprinter That Makes BIG Prints!

Bruning's unique Model 300 brings big-time reproduction, with any-time convenience, right into your drafting room. At a price to fit your budget!

Ideal for drafting room or office, the Bruning "300" is clean, quiet, odor-

less. Makes prints 30 inches wide by any length. And anyone can operate it. It needs only 115-volt AC connection. Take time, now, to investigate the savings . . . call or write today for more information!

# BRUNING

## Copyflex

**Charles Bruning Co., Inc., Mt. Prospect, Ill. - Offices in Principal Cities**



## Fecht Electric, Inc.

### Contractors & Engineers

**5736 N. Western**

**Uptown 8-8100**

**CHICAGO 45, ILLINOIS**



## HAMILTON GLASS COMPANY

GLAZING CONTRACTORS

One of the Largest Distributors and Processors  
of Glass and Glass Products in the Middle West.

The Hamilton Glass Company congratulates  
the 1959 award winners and wishes to announce  
its participation in the following:

### EXECUTIVE HOUSE

Milton M. Schwartz & Associates, Inc.  
Architect

Wacker Construction Co.  
Builder

### LONG-KOGEN INC. BUILDING

Ezra Gordon and Jack Martin Lewis  
Architect

Strickett Construction Co.  
Builder

### Volkswagen Office and Warehouse Headquarters

Hausner & Macsai      Joseph T. Carp, Inc.  
Architect                  Builder

## HAMILTON GLASS COMPANY

EVERglade 4-1400

2750 W. Grand Ave.

## SUMNER

## SOLLITT COMPANY

307 N. Michigan Avenue

Chicago 1, Illinois

---

## *Contractors and Engineers*

---

Builders in Chicago for 121 Years

STate 2-4460

*Building since 1893*

## S. N. Nielsen Company

GENERAL CONTRACTORS

CHICAGO 22

## Congratulations to AWARD WINNER

International Minerals &  
Chemical Corporation

and

Perkins & Will, Architects



We are proud to have furnished and applied the  
insulation on the

Air Conditioning

Heating, and

Plumbing Systems

## ASBESTOS & MAGNESIA MATERIALS CO.

2614 North Clybourn Avenue

Chicago 14, Illinois

Tel.: Diversey 8-4554

Approved Contractors & Distributors for  
Johns-Manville since 1920



Formerly Illinois Roofing & Insulation Co., Inc.  
Established 1928

## Contractors and Distributors



Owens-Corning Fiberglas Corp.

High and Low Temperature  
Insulation

Duct Insulation and Liners  
Kaylo

Philip Carey Manufacturing Co.

Industrial and Power House  
Insulations

Thermobord Insulation Panels  
Careystone Corrugated and Flat  
Asbestos Lumber



2101 West 69th Street

WAlbrook 5-3350

Chicago 36, Ill.

ESTABLISHED 1913

## WALTER H. FLOOD & CO.

### INSPECTION AND TESTING OF MATERIALS AND STRUCTURES

RADIOGRAPHIC STEEL  
INSPECTION

FOUNDATION INVESTIGATIONS  
CONCRETE CORE CUTTING

FOR HONOR AWARD WINNER  
INTERNATIONAL MINERALS & CHEMICAL CORP. BLDG.

6102 Blackstone Ave.

Chicago 37

HYde Park 3-1512

LOS ANGELES  
in a hurry?



Your best bet -  
TWA jet!  
Chicago to  
Los Angeles  
in just 4 hours

**TWA  
BOEING 707**

Leave Chicago at 5 P.M.,  
arrive in Los Angeles four  
fast hours later, at 7 P.M.  
World's fastest jetliners . . .  
cruising speed of 575 miles-  
per-hour . . . non-stop to  
Los Angeles. Reserve now.  
First Class and Coach ac-  
commodations available.

See your travel agent or call  
TWA — DEarborn 2-7600

**TWA**

**TRANS WORLD AIRLINES**



**OVER 70 YEARS  
OF  
RELIABLE  
SERVICE**

**ELECTRICAL CONTRACTORS & ENGINEERS**

**WADEFORD ELECTRIC CO.**

Established 1887



**FRanklin 2-1091**

**205 W. Wacker Drive**

**Chicago 6, Ill.**

# **PAVING BLACK TOP & STONE**

**ROADS - PLAYGROUNDS  
PARKING AREAS**

— • —  
**INDUSTRIAL - PRIVATE**

— • —  
**ROAD OIL & SEALCOAT**

**WRITE FOR DESCRIPTIVE PAMPHLET**

**SKOKIE VALLEY  
ASPHALT CO., INC.**

**1228 N. Harding Ave., Des Plaines**

**NEwcastle 1-6802**

**VAnderbilt 4-3111**

## **AIRTITE, INC,**

**2900 N. Western Ave. Chicago 18, Ill.**

**Contractors For  
Radiant Acoustical Ceilings**

**Honor Award Winner  
International Minerals and Chemical Corporation  
Administrative and Research Center  
Skokie, Illinois**

**Architect: Perkins & Will  
General Contractor: Forman  
Construction Company**

Also Part of  
**CITATION OF MERIT  
Volkswagen Office and Warehouse  
Midwest Headquarters  
Northbrook, Illinois**

## *Congratulations*

to

**HONOR AWARD WINNER**

**International Minerals & Chemical Corporation  
Building**

**PERKINS & WILL  
Architects and Engineers**

**TURNER CONSTRUCTION CO.  
General Contractors**

• • •

**WEST WOODWORKING CO.**

**310 North Ada St., Chicago 7, Ill.**

**MONroe 6-1838**

**Manufacturers of Custom made woodwork  
since 1875**



fact. The most important thing about cities is that they teach us to live with one another. Quite frankly, many people leave the city because they just don't like living in close proximity with the members of any number of minority groups, but this is running away from the most important problem that faces the world today instead of solving it. We must learn to live with one another. We must learn not to hate each other because of the color of our skin or because of the color of our political and religious beliefs. And in cities people really do get along pretty well, considering . . .

"Your cities need you very badly. They need your talents and your wisdom and your good will. But you need them also, I think. My wife and I are going to stay in any event. If you do too, you'll improve the cities. Perhaps they've reached a low point. Maybe in 10 or 20 years city living will again be the wonderful experience, the essential experience it used to be. And more important in a way, you'll be fighting for the ideal of civilization itself, an ideal that gets pushed around now and then. And civilization is worth all the effort any of us can make."

May I say that is the way all the American people ought to feel about cities whether we reside in the distant suburb or live close in.

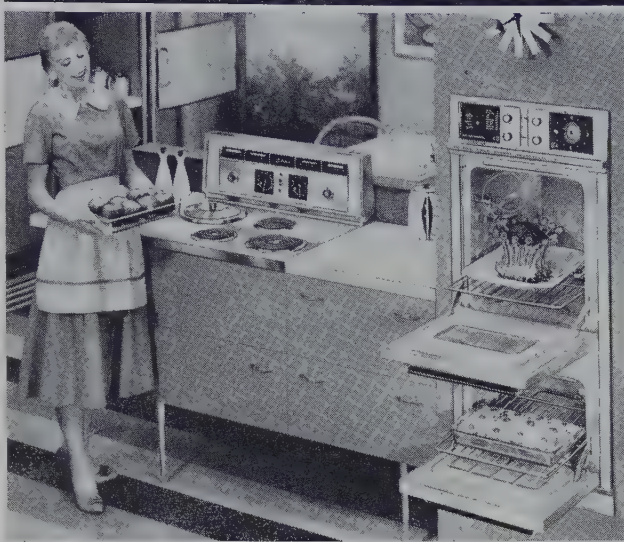
### Urban Renewal

Since the Housing Act of 1949, and even before that in Chicago, there has been increasing recognition and acceptance of the principle of urban renewal. In theory at least, there is general agreement that the process of replacing the old and outmoded central city areas with new housing, business and industrial facilities cannot be left to chance. Our cities cannot be left to decay at the center with obsolete facilities and slum housing from which people, business and industry flee to more and more distant suburbs. City renewal must be a conscious, deliberate and continuing process that is boldly planned and skillfully carried out and coordinated. With nearly everyone in favor of urban renewal, why then is greater progress not being made despite the efforts of the many able people who are working in this field? I should

# BUILT-IN BEAUTY BY Hotpoint

The most talked-about Hotpoint Custom Line

kitchens start with fabulous appliances . . . marvels of electrical efficiency that make homemaking a daily delight!



### HOTPOINT BLACK MAGIC BI-LEVEL OVEN

Two complete ovens with separate temperature controls. Pre-set pushbuttons — start and stop dinner, even when you're miles away. Rota-Grill Rotisserie, banquet-size capacity. Copertone, four colortones, stainless satin-chrome. Model RL701.

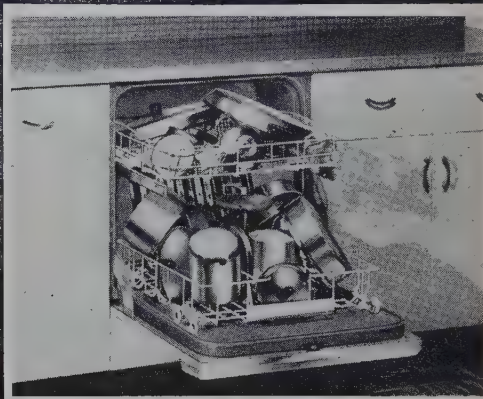
### BLACK MAGIC 30-INCH STACK-ON

A deluxe super-automatic cooking unit. Automatic mealtimer shuts off any unit at a pre-selected time. Six-quart deep-well Thrift Cooker for soups, stews, deep frying. Stainless steel finish. Model RM701

### DUAL-CYCLE HOTPOINT SPOT-LESS SUPREME DISHWASHER

Double-washes, double-rinses, electrically dries spotlessly. Two cycles . . . one for finest china, another for heavily soiled pots and pans. Holds complete dinner service for 10. Copertone, colortones, stainless steel or natural wood.

Model DE-1.



## HOTPOINT APPLIANCE SALES COMPANY

1945 North Cornell, Melrose Park, Ill.

A department of the General Electric Company

Consult your Hotpoint Appliance Dealer for trade-in allowances, prices and terms. For the finest in service, first call Hotpoint Appliance Service, Fillmore 5-7200

SANYMETAL PARTITIONS • MESKER METAL WINDOWS

ROLLING STEEL DOORS

**Branch-Nicoloff**  
*Distributors, Erectors, Engineers*

FLUSH STEEL DOORS

PENNSYLVANIA CORRUGATED GLASS



# MARTIN GAS INCINERATORS



New builder's model is smokeless and odorless with two main burners — safety pilot and automatic timer. Can be installed indoors or outdoors. Natural—manufactured or LP gas.

**Reduces Fire Hazards**

## ED MALLEY SALES

7362 MILWAUKEE AVE. NILES 48, ILLINOIS  
PHONE NILES 7-7511

Approved by A.G.A.

Member: Northwest Builders Assn., Home Bldrs. Assn. of Chicagoland

# THE ROLSCREEN CO.

INSTALLER OF WOOD  
FOLDING DOORS IN

☆ CITATION OF MERIT WINNER

850 DeWitt Apt. Building

## RODNEY 3-8144

6670 NO. NORTHWEST HWY.  
CHICAGO, ILLINOIS

## Congratulations

on

## Honor Award Winner

International Minerals &  
Chemical Corporation

MICHAELS

ART BRONZE CO.

Covington, Kentucky

FABRICATORS OF  
ALUMINUM CURTAIN  
WALLS AND ALUMINUM  
REVERSIBLE WINDOWS  
ARCHITECTURAL METALS  
OF BRONZE, ALUMINUM,  
AND STAINLESS STEEL  
PARKING METERS  
DISPLAY AND TROPHY  
CASES  
TABLETS AND SIGNS  
CREMATION URNS

SINCE 1870

## INDUSTRIAL FLOORS

- Asphalt Mastic Floors
- Acid Proof Mastic Floors
- Acid Proof Rubber Plastic Floors
- Acid Proof Epoxy Resin Floors in Colors
- Hastings Asphalt Blocks
- Ferrolite—Standard, Acid and Oil Proof Floors

### FULTON ASPHALT CO.

165 W. Wacker Drive Chicago 1, Ill.  
RAndolph 6-1760

### Robert T. Phillips & Associates, Inc.

**Distribution And  
Customer Service Specialists**

Scheduling  
Clerical - Manufacturing  
Warehousing  
Inventory Control  
Systems Designed and Installed

333 N. Michigan Ave.  
Financial 6-7797

### FERREL M. BEAN and ASSOCIATES, INC.

Pension — Profit Sharing  
Employee Incentive Plans

39 South LaSalle Street  
Chicago 3, Illinois  
RAndolph 6-9340



like to consider some possible answers to this important question.

In all probability the greatest obstacle to any effective and expeditious program of renewing our cities is the general public apathy and resistance to change. All of us know that change is in the natural order and is a law of life for everyone and everything — individuals, business organizations, our cities and our country. This being so, it is strange that not only do we tolerate, we even venerate and glorify the outmoded, the obsolete, the unusable and worn-out in our cities and in their physical pattern. And even from among those who talk boldly about renewal planning, there are many who end up opposing practical steps for slum clearance because of the pain and difficulty involved in relocating the slum dwellers.

### *Continuing Program*

To renew a city, the civic and business leaders of a community must be fervently committed to a continuing program of replacing the old and outmoded with the new. There must be general public acceptance of this viewpoint, so much so that this becomes a belief — that each year a part of the city must be renewed and improved. Urban renewal can be accomplished successfully only when willingness to effect change is combined with sufficient boldness to produce effective and dramatic change that will induce other changes. You cannot effectively renew a part of a city simply by tearing down a few slum buildings and building some new housing in its place with no change in the street or traffic pattern or in city facilities such as schools and parks. The minimum requirement is to designate for renewal an area that is big enough to achieve its own social and economic climate and distinctive neighborhood. Once the task is undertaken, then the entire area must be transformed completely by painful surgery.

I have been told by one of my friends in the Urban Renewal Administration of the Federal Government that his greatest criticism of the city renewal program is the tendency of too many cities to submit unimaginative projects that are too small or that do not go far enough in eradicating blight and

# **GERHARDT F. MEYNE COMPANY**

## **BUILDERS**

## **COMMERCIAL, INDUSTRIAL, and UTILITY**

### **CONSTRUCTION & RECONDITIONING**

**Financial 6-3377**

**308 W. Washington St.**

**Chicago 6, Ill.**

# **WILLIAM A. POPE COMPANY**

**PIPING**

**CONTRACTORS**

**COMPLETE PIPING**

**INSTALLATIONS**

**HEATING**

**INDUSTRIAL**

**PUBLIC UTILITY**

**26 NORTH JEFFERSON STREET, CHICAGO**

**STate 2-4400**



**FOR**

**NEW**

**OR**

**OLD**

**FLOORS**



**SPECIFY**

**SPARTAN SD-20**

**for a FAST ACTING, yet MILD  
ALL PURPOSE LIQUID CLEANER**

Highly concentrated, it can be greatly diluted to clean the beautiful floors, walls and woodwork of plant or office. We will be happy to discuss this fine product with you at your convenience.

**LUDWIG WILSON COMPANY**

**Our Fiftieth Year**

Phone  
**CLiffside 4-2010**

Write  
**2010 W. 35th St.**

**Chicago 9, Ill.**

**A & R Electric Co.**

**1011 N. Orleans**

**Chicago 10, Ill.**

**WHitehall 4-2107**

**Electrical Contractors**

**for**

**Citation of Merit  
Winner**

**Volkswagen Office & Warehouse**

**Midwest Headquarters**

**Northbrook, Illinois**

**Architect: Hausner & Macsai**

**General Contractor: Joseph T. Carp, Inc.**

**GATES  
PARTITIONS**

**folding gates**

**Acorn Wire and Iron Works  
NEW YORK • CHICAGO • LOS ANGELES**

**For Schools and  
Industrial Plants**

**SINCE 1913**

**wire mesh partitions**

**Acorn Wire and Iron Works  
NEW YORK • CHICAGO • LOS ANGELES**

**Acorn Wire and Iron Works**

**4940 S. Kilbourn Avenue • Chicago 32 • LUdlow 5-0600**

**NEW YORK  
101 Park Avenue  
MUrray Hill 9-7370**

**LOS ANGELES  
1709 W. Eighth Street  
HUbbard 3-4747**

**Woodbridge  
Ornamental Iron Co.**

**"Presteel" Spiral Stairways To  
Garage Area and Service Areas  
for Award Winner  
Executive House**

**Our "Presteel" Stairs Are Adaptable To Any  
Building Where Fire Resistant Construction  
Is Required**

**2715 N. Clybourn Ave.  
WEllington 5-1500**



in bringing about the city of tomorrow. It should be obvious that you cannot reverse the trends of decay and deterioration except by large-scale and dramatic change. There can be no easy, mild, painless and small-dosage basis by which cities can be renewed. Apropos is the saying of a neighbor of mine who in jest often remarks, "Liquor is like religion; you shouldn't touch it unless you are going to feel it." Urban renewal is in the same category; cities shouldn't touch it unless they are going to feel it.

### *Wholehearted Support*

Has Chicago the kind of government and business leadership which, by both word and deed, believes in and symbolizes urban renewal in the public mind and is determined to carry out an action program in spite of all the many obstacles? My answer would be that I think so, although yearly revivals might be required to maintain the religious fervor and to prevent backsliding. There are many outstanding civic leaders in business and government whose support of urban renewal has been wholehearted and superb. Let me name just a few who, in terms of our urban renewal activities at Lake Meadows, typify the kind of civic leaders our cities must have if urban renewal is to go ahead.

On the government side, we always have had the deep interest, sympathetic consideration and complete cooperation of both Mayors Richard Daley and Martin Kennelly, as well as Housing Coordinator Jim Downs and Ross Humphreys, chairman of the Land Clearance Commission.

On the business side, I would like to suggest a very special accolade for your distinguished citizen Holman Pettibone. It was Holman Pettibone who, as chairman of the Mayor's Committee, some ten years ago called on the chairman of our board of directors and sold him on Chicago. It was Holman who, in a very real sense, was responsible for Lake Meadows. All through our ten-year period of building Lake Meadows, he has always been most helpful.

On the civic side, if I were to select one citizen as exemplifying the ideal of a fervent urban-renewal supporter and doer — and Chicago needs many more like him — I would

# CORBETTA CONSTRUCTION CO., INC.

---

## GENERAL CONTRACTORS

---

NEW YORK

CHICAGO

## IN ALL TYPES OF BUILDINGS BECAUSE **PLASTERING**

IS A MONOLITHIC SURFACE OF ROCK

It Excels In

**THERMAL INSULATION  
FIRE PROTECTION  
SOUND PROOFING  
ADAPTABILITY  
SANITATION  
PERMANENCE  
STABILITY  
ECONOMY  
BEAUTY**

PLASTERING IS PERMANENT FIRE PREVENTION

## CHICAGO PLASTERING INSTITUTE

A CORPORATION NOT FOR PROFIT

3145 N. Sheffield Ave.

Chicago 14, Illinois

WEllington 5-7745

# Alco Electric Supply Co.

**ALCO**

**Electrical Wholesalers**

**INDUSTRY — CONTRACTORS**

Commercial — Industrial — Residential  
Lighting Fixtures, Lamp Bulbs, Conduit, Fans,  
Wire and Cable, Motor Controls, Switches, Tools  
AMPLE PARKING

3918 West 63rd Street

Chicago 29, Illinois

REliance 5-3131

## BEVEL GRANITE COMPANY

119TH STREET & KEDZIE AVE.

BEverly 3-4718

CHICAGO 43, ILL.

**FABRICATORS OF IMPORTED &  
DOMESTIC GRANITES  
—— BUILDING ——**

FACING      TRIM      WAINSCOT  
STEPS      CURBING      PLATFORMS  
**& MONUMENTS**

## McNULTY BROS. COMPANY

**LATHING & PLASTERING  
CONTRACTORS**

CHICAGO

PITTSBURGH

DETROIT

## CENTURY EQUIPMENT CO.

Fabricators & Installers

**CAFETERIA**

and

**KITCHEN  
EQUIPMENT**

2240 W. Ogden Ave.

SEELEY 3-0063

## AMERICAN GLASS CO.

GLAZING  
CONTRACTORS  
and  
AUTO GLASS  
REPLACEMENT

1030 N. North Branch  
MOhawk 4-1100

**TIN PLATE  
TERNE PLATE  
BLACK PLATE**

Sheet  
Strips  
Circles  
Scrap

NEvada 8-4100

**LOU STEEL PRODUCTS  
COMPANY**

923 S. KOSTNER AVE., CHICAGO 24, ILL.



of course designate Ferd Kramer. Chicago needs more citizens with his dynamic interest and drive for action in urban renewal.

Assuming that widespread citizen-support might replace public apathy, what else is needed to get the urban renewal program really rolling? Here are a few steps which, if taken, would in my opinion facilitate the tremendous job that cities have on their hands to renew themselves in order to continue to fulfill their vital role in our economy.

First, a city's renewal program ought to be a continuing process, year in and year out, with reserve land always available. I should like to see the federal urban renewal laws and allocations enlarged so that Chicago and other cities could gear themselves to a continuing program of rebuilding so many square blocks a year for an indefinite period. Following a comprehensive plan, a city would delineate or map all or a substantial part of its slum areas where total clearance is the prescribed treatment and proceed to acquire them by condemnation on the basis of so many blocks a year. I would clearly separate the wiping out of the old and decayed from the job of rebuilding and renewing. The healing influence of the passage of time is needed to enable the public to forget the slums of yesterday and to prepare for the new and attractive part of the city that will emerge. Moreover, a reserve of usable vacant land, whose re-use has been determined by plan, sets the stage for the combined effort of municipal officials, planners, developers and civic leaders in bringing about the integrated actions needed to create a complete neighborhood.

#### ***Coordinated Budgeting***

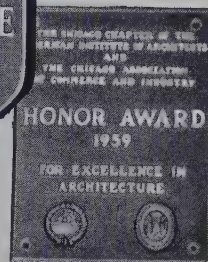
Further, a successful renewal program requires coordinated budgeting of expenditures for schools, expressways, off-street parking, sewers, parks and other items required as essential parts of overall renewal. The idea of a land reserve for cities is not new. Stockholm, Sweden, has used it successfully as the keystone of their housing program; Ottawa, Canada, has adopted the principle; and New York State in Article 18, Section 9, of the State Constitution authorizes municipalities to acquire property for ultimate

# The Common Bond

**Protection  
of Property**



**Excellence in Architecture**



Superiority in architectural design and building craftsmanship . . . and the protection of Chicago Title Insurance—together, these assure a firm foundation, a dependable permanence for a better Chicago.

It is significant that a Chicago Title Insurance Policy protects the title of most of the new and beautifully designed buildings completed in Chicago each year.

***Chicago Title and Trust Company***

111 West Washington Street, Chicago 2, Illinois

## GRAVES & GRAVES CORP.

### ENGINEERS & CONTRACTORS

*Established 1894*

**HEATING, POWER & PROCESS PIPING  
AIR CONDITIONING & VENTILATION**

#### **Members of . . .**

Mechanical Contractors Association of America, Inc.  
Mechanical Contractors Association of Chicago, Inc.  
National Certified Pipe Welding Bureau  
National Federation of Small Business  
American Society of Mechanical Engineers  
Heating & Piping Contracting Association of Illinois

**3047 N. Sheffield Ave.**

**Chicago 14, Ill.**

**BUckingham 1-6000**

# ESKO ROOFING CO.

BEN J. ESKO, Pres.  
*Since 1909*

• • •

**ROOFING — INSULATION  
NEW WORK — REROOFING**

Industrial - Residential - Commercial  
TAR & GRAVEL - ASPHALT

• • •

The Esko organization is proud of its  
participation in the Executive House.

A Citation of Merit Award Winner

• • •

2651 W. Washington

VAn Buren 6-4300

# THOMAS RENTAL HOISTS

and

## TOWERS

*insure continuous service*

*Tower & Hoist  
for Honor Award Winner  
International Minerals & Chemical Corp.*

## Thomas Hoist Company

20 S. Hoyne Ave., Chicago 12, Ill.

Phone: SEeley 3-0303

# 95

million square feet treated with

## PRESERVATEX

**FLOOR TREATMENTS**

and

**WATERPROOFINGS**

We are proud to include  
ARGONNE NATIONAL LABORATORIES  
CAMPBELL SOUP CO.  
CONTINENTAL CAN CO.  
WASHINGTON NATIONAL INSURANCE CO.  
WEST LEYDEN TOWNSHIP HIGH SCHOOL  
among outstanding installations

**Since 1925**



**WATERPROOFING COMPANY**

53 W. Jackson Blvd., Chicago 4, Illinois  
Webster 9-3060

## Active Anodizing & Plating Co., Inc.

3382 N. Avondale Ave. Chicago 18, Ill.  
COrnelia 7-0942

for

**Anodizing of Aluminum and All Alloys  
Decorative and Protective**



**Proud to be Part of an  
Honor Award Winner**

**International Mineral and Chemical Corporation  
Administrative and Research Center  
SKOKIE, ILLINOIS**



**Our Hats Off to  
Architect Perkins & Will  
General Contractor Turner Construction  
Company**



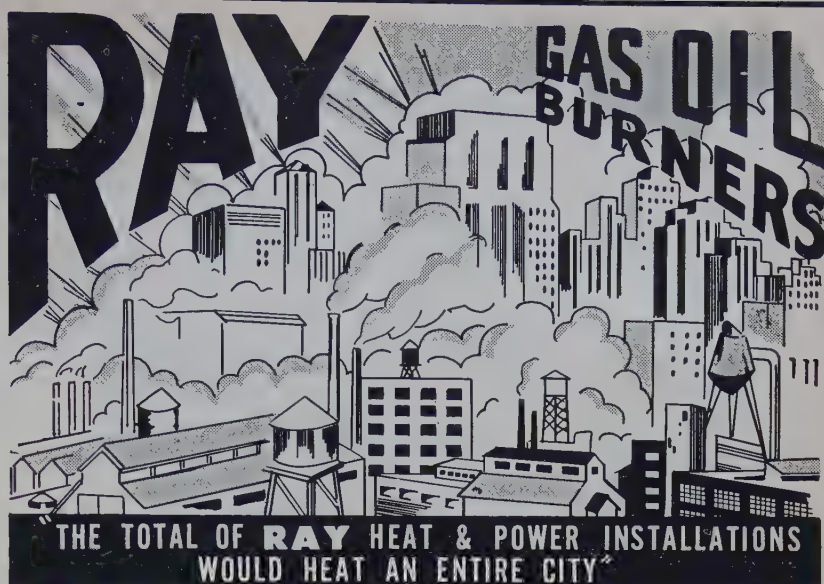
use in the future, with no necessarily immediate use except that it be part of a long-term plan. Business organizations and public utilities, in particular, find it necessary to plan their capital expansion and replacement program on a five- to ten-year basis. Cities need to schedule their renewal program on a similar basis.

### Relocation Problems

Undoubtedly one's first reaction to my suggestion is to question how to handle the people and the business that must be relocated. This is a good question, and my second suggestion seeks to provide an answer. Certainly relocation and the many human problems it precipitates are the most potent obstacles to city renewal we face. Relocation will never be easy and the uprooting of families and business can never be done without heartache. But I insist that the process can be greatly improved. At the same time a substantial amount of rehabilitation can be achieved. While I would not entirely eliminate new public housing developments, I would urge that in the next decade the major effort of our public housing authorities be focused on the provision of relocation housing. Such housing would be obtained by acquisition through condemnation of housing in fringe areas, which would then be rehabilitated by the public housing authority and administered as temporary public housing with priority for families relocated from renewal areas. There are two good reasons for doing this.

First, unless more relocation housing is forthcoming, the renewal program in many of our cities will be jeopardized. Slum areas cannot be cleared unless there is available decent and sanitary housing for the families that must be relocated. Such housing is becoming increasingly more difficult to find and, with it in short supply, urban renewal will be slowed down to where it cannot keep pace with the rate at which slums are being formed.

Secondly, rehabilitation of housing in fringe areas that can be saved by measures short of complete demolition is an appropriate conservation task for local government and one that in the past has been very badly handled by private enterprise. We are all familiar with unscrupulous slum lords who obtain control of



**RAY GAS OIL BURNERS**

**"THE TOTAL OF RAY HEAT & POWER INSTALLATIONS WOULD HEAT AN ENTIRE CITY"**

**COMMERCIAL • INDUSTRIAL • DOMESTIC**

Ray Burners "A size for every job, a burner for every purpose"

Oil Burners, Gas Burners, Gas-Oil Combination Burners,

Packaged Boiler Burner Units. Sizes from 1 H.P. to 1000 H.P.

Factory Distributors Authorized Sales & Service

**DAY OR NIGHT SERVICE CALL**

**RAY HEAT & POWER** **HA ymarket**  
**C O M P A N Y** **1-3326**  
 1122 W. JACKSON BLVD.

## NEW — 66 Acre

## Pullman Industrial District Has Everything . . . . .

**I.C. Transportation 1 Block—24 Minutes to Loop.**

**Cottage Grove and 111th St. CTA Bus.**

**Expressways — Seaway — Switch — Labor.**

**Existing Buildings and Vacant — For Sale or Lease,  
or Will Build to Suit**

## ENJAY CONSTRUCTION COMPANY

105 W. Madison St.

RA. 6-9793

# CAESAR FIOCCHI COMPANY

*Established Since 1925*

**Stone and Brick Mason  
Contractors**

**Also**

**Retail Stone Sales**

2490 Skokie Valley Rd.

Highland Park, Ill.

Idlewood 2-7541

# NATURAL GAS PIPELINE COMPANY OF AMERICA

...a long name for a long pipeline...  
that has brought gas to Chicago  
and northern Illinois for more  
than 27 years without an  
interruption of service

## Peerling-Sheddy Marble Co.

4006 W. Taylor St.

Sacramento 2-3510

*Suppliers of Marble for Honor Award Winner*

**INTERNATIONAL MINERALS  
& CHEMICAL CORPORATION**

## HARTMANN-SANDERS COMPANY

**ARCHITECTURAL WOOD WORK  
WELDWOOD MOVABLE PARTITIONS  
KOLL'S PATENT LOCK JOINT COLUMNS  
MILLWORK**

**Is Happy to Have Been a Participant on  
Volkswagen Office and Warehouse Headquarters  
for the Midwest in Northbrook, Ill.**

2155-87 NORTH ELSTON AVENUE

CHICAGO 14

BRUNSWICK 8-2868

## O. A. WENDT COMPANY



**CONTRACTORS**

**and**

**ENGINEERS**



1655 W. Fullerton Ave.

Lincoln 9-6600

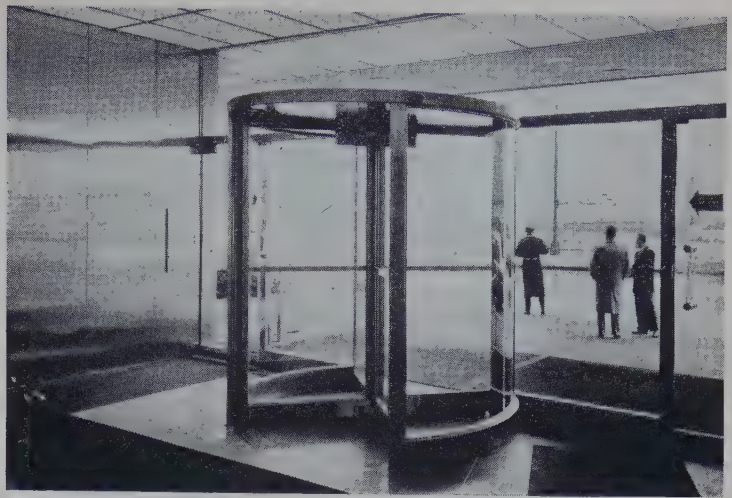


fringe area properties and convert them into veritable rabbit warrens that soon become slums. This is usually done illegally or at least in a manner that the building code and the zoning regulations never contemplated. The slum lord who is out for the quick buck by milking a property today with no thought for the morrow represents a very small segment of private enterprise, one that those of us who believe strongly in private enterprise are ashamed of. On the basis of my experience, I believe that rehabilitation of fringe-area buildings for relocation housing is an appropriate task for local government.

Such an approach would not only provide needed relocation housing but would also insure that a proper program of rehabilitation would be carried out through the acquisition by the local public housing authority of one or more whole blocks in which unretrievable structures would be demolished while others would be rehabilitated. Attention could then be given to eliminating certain neighborhood deficiencies, such as lack of open space, off-street parking, subminimal lots, non-conforming uses, etc. This would be in striking contrast to piecemeal face-lifting of an individual property, which is seldom successful financially and where little or nothing is added to the residential security of the neighborhood.

#### ***Rehabilitation Units***

Such a program would also be financially feasible. New public housing construction today involves a capital cost of from \$12,000 to \$17,000 per dwelling unit, on top of which you must add continuing subsidy costs as well as tax exemption. Rehabilitation at any price could scarcely be unfavorable by comparison. What is more, the finished rehabilitation units could be used for short-term public housing with a stipulated time schedule for moving the property out of public ownership and back into private hands and onto the tax rolls again. Proper rehabilitation can make highly satisfactory dwelling units in older housing that are a credit to the city and will be useful for years. They can then be returned to private enterprise to run, but I would again stress the point that on



**The Executive House Front Entrance  
is a  
CRANE FULVIEW REVOLVING DOOR**

• • •

**Creators of Stock & Custom Entrances, Window Walls, Fulview Revolving  
Doors in Bronze, Aluminum, and Stainless Steel**

**Commercial and Industrial**

**Crane**

**Fulview Glass Door Co.**

**4500 NORTH CLARK ST.  
CHICAGO 40, ILL.  
ARDMORE 1-0200**

**MANUFACTURERS OF  
MODERN GLASS DOORS • ENTRANCES  
AND REVOLVING DOORS**

# **ROMAN & Co.**

## **Terrazzo**

## **Contractors**

**2126 S. SPAULDING**

**ROckwell 2-0734**



ASPHALT TILE  
VINYL-ASBESTOS TILE  
HOMOGENEOUS-VINYL TILE  
SOFSTEP RUBBER TILE  
PLASTIC WALL TILE  
ADHESIVES

## MASTIC TILE CORPORATION of AMERICA

912 EAST WASHINGTON STREET  
JOLIET, ILLINOIS

Phone Joliet 3-3411 — Blshop 2-1190

Cable Address — "MASTILE"

# VIERLING STEEL WORKS

*Structural Steel  
Fabricators*

•  
*Serving The Building Industry Over 75 Years*  
•

53 W. Jackson Blvd.

Chicago 4, Illinois

**Harrison 7-7550**

## ZISOOK CONSTRUCTION COMPANY, INC.

A DIVISION OF HARRY A. ZISOOK AND SONS  
BUILDERS AND DEVELOPERS SINCE 1907

Authors of the Report on the Economic Feasibility of Rehabilitation of structurally sound buildings in the Hyde Park-Kenwood Urban Renewal Area in connection with the surveys and plans of the Chicago Community Conservation Board under their contract for advance with the Housing and Home Finance Agency of the Federal Government.

1711 E. 71st St., Chicago 49, Ill.

TEL. PLaza 2-5960

*Development and Rehabilitation of Homes,  
Apartment Buildings, Hotels, Stores*

## GOLDBERG & O'BRIEN ELECTRIC CO.

★  
17 S. Jefferson St., Chicago, Ill.  
★

Telephone:

**RAndolph 6-1125**



the basis of much evidence, private enterprise without the power of condemnation and with the motive of extreme short-run capital gains is not equipped to carry out the rehabilitation.

Not only would such a program, by providing relocation housing, assist the urban renewal program, but it would do even more to prevent or slow up the deterioration of fringe neighborhoods. Unless this can be done on a broad scale, cities have little choice except to witness the progressive deterioration of older neighborhoods, with the ultimate requirement of demolishing and rebuilding the city from its central core to its corporate limits.

### ***Future Pattern***

My third suggestion relates to the manner of implementing urban renewal. Increasingly our cities must become the architects of their future physical pattern. Just as building codes and zoning have become necessary, so too will urban renewal planning have to become a necessary and important process wherein private enterprise and municipal government will have to learn to work out many new relationships. To renew our cities properly, I would urge that the local redevelopment agency working with the city's planning officials should undertake a more aggressive role and assume a larger risk. To wit, after certifying a sizeable area as a slum, acquiring the property and clearing the site, the local redevelopment agency, taking advantage of the coordinated capital budgeting which I mentioned earlier, should put in the new streets, arterial highways, schools, public parks, places, and plazas, obtain the new zoning and determine the major controlling standards to apply in the redevelopment. These costs would be underwritten one-third by the locality and two-thirds by the Federal Government. Then only, after the basic form begins to take shape, should the local redevelopment agency go out and look for customers in the form of private builders who will undertake to develop one segment or several in the new area. Only by obtaining a large number of developers, each of whom may play a very small part in the reconstruction, will they be able to get the extensive and widespread par-



## **VENTILATION and AIR CONDITIONING CONTRACTORS**

**Kitchen Equipment  
Paint Spray Booths  
Industrial Ovens**

**Dust Collectors  
Industrial Parts Washers  
Stainless Steel Fabricators**

**Industrial • Commercial • Institutional  
Sheet Metal Work**

### **CHICAGO, ILLINOIS**

**Detroit, Michigan  
Flint, Michigan  
Gary, Indiana**

**Miami, Florida  
South Bend, Indiana  
Windsor, Canada**

**SOLID**

## **WALNUT and TEAK**

**USED IN**

**International Minerals and Chemical Corporation  
Administrative and Research Center,  
Skokie, Ill.**

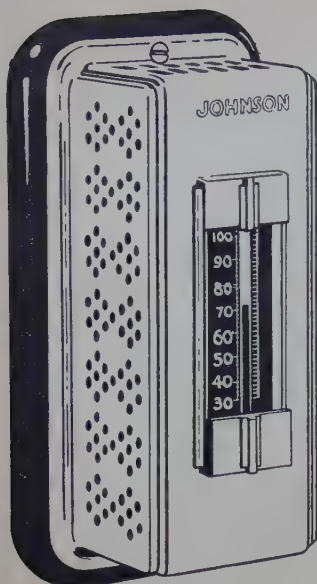
**FURNISHED BY**

**MONARCH HARDWOOD  
LUMBER CO.**

**3250 N. Kedzie**

**Chicago 8**

**JUniper 8-6460**



# JOHNSON Pneumatic Control

for: Air Conditioning...  
Heating...  
Cooling...  
Ventilating...  
Industrial Processing...

Johnson Service Company, Milwaukee 1, Wisconsin. Direct Branch Offices in Principal Cities.

## JOHNSON CONTROL

PNEUMATIC SYSTEMS

PLANNING • MANUFACTURING • INSTALLING • SINCE 1885

Chicago Branch Office: 1355 Washington Blvd. • Phone: Haymarket 1-2135

Minneapolis

Des Moines

Kansas City

*Serving Mid-America*

### Chas. H. Anderson Floors, Inc.

General Office & Warehouse

3865 Milwaukee Ave.

Chicago 41

AVenue 3-3800

*"33 Years of Wood Flooring Know-How"*

Member of the Wood Flooring Institute of America

## KELLY SYSTEMS, INC.

Established 1904

A CHICAGO INDUSTRY

In our second HALF-CENTURY of SERVICE

### Pneumatic Tube Systems

SEeley 3-3224

Also Wire Line, Cable and Special Conveying Systems  
Complete Service Department

434 N. WESTERN AVE.

CHICAGO 12, ILLINOIS

## GMR Associates Inc.

### PAVING CONTRACTORS

MAAnsfield 6-1136

1028 W. Madison St.

Oak Park, Ill.

## MCWILLIAMS ELECTRIC Co., INC.

Commercial  
and

Industrial Light,  
Power and Control  
Wiring

Electrical Contractors and  
Engineers

1820 N. Rockwell St.  
ALbany 2-0101



icipation of private enterprise that is so badly needed.

When it becomes clear to private enterprise that the area is in fact going to be renewed, and when they realize the financial stake and have the complete faith and backing of the city, the risk is greatly reduced and will be reflected in the price the developer can afford to offer. In short, I am urging that the local redevelopment agency operate like a subdivision developer in an open-land situation — only I hope they would do a better job in providing the public facilities and the pattern for comfortable living and efficient working conditions that the future city requires. I see nothing dangerous or unworkable in this kind of cooperation between government on the one hand and private enterprise on the other. In fact, it seems to me to be inevitable if the renewal job is ever to get in high gear. It would be highly desirable if each year Chicago could launch two or three "Lake Meadows." Sponsors for 100-acre projects such as ours are not too easy to find, and besides the ten years that it has taken us to complete Lake Meadows is much too long a time for a city if it is to get on with the urban renewal job.

### *Lake Meadows*

In passing, may I say that we are very proud of Lake Meadows. With less than five per cent of the site covered by our high-rise buildings, we advertise appropriately "Live in a park by the Lake." With our shopping facilities, our off-street parking, our generous landscaped areas and superb view of lake and skyline, we believe that Lake Meadows is a good, comfortable and convenient place to live. When our Lake Meadows Club is completed next year and added to our many community rooms and facilities for both children- and adult-organized activities, we believe we will have all the satisfactions of suburban country-club living with all the advantages of close-in convenience and efficiency. There is no reason why municipal governmental authorities could not have laid out with the assistance of the same fine type of architects such as we have had, the same overall plan, with perhaps a different private redeveloper for each of our ten buildings. As vacant land vanishes within cities, cities have no choice

## The New Answer To An Old Problem



Effective odor control is a vital problem to manufacturers, canners, restaurants, hotels, or any place of business.

The effects of odors range from nuisance to aggravating annoyance and the cost is easily expressed either in terms of lost sales, bad public relations, or declining personnel efficiency.

Internal odors collect everywhere — on walls, fabrics, equipment — much in the same way as dust, creating a "tired atmosphere."

External odors from lagoons, manufacturing plant stack exhausts, permeate neighborhoods causing all sorts of management problems.

Today, modern management is turning to Airkem's "Answer to an old problem."

Write for free booklet "A Healthier Industrial Environment."

## *Airkem Chicago, Inc.*

6735 N. HONORE ST.

CHICAGO 26, ILLINOIS

BRiargate 4-8072

## *Gallagher & Speck* INC.

*Heating*

*Ventilating*

*Air Conditioning*

*Power Piping*

*Elevators*

*Elevator Repairs*

*Machine Work*



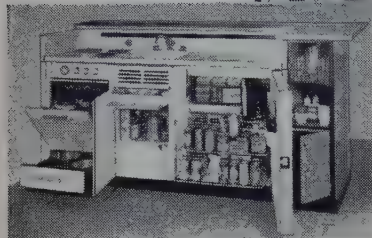
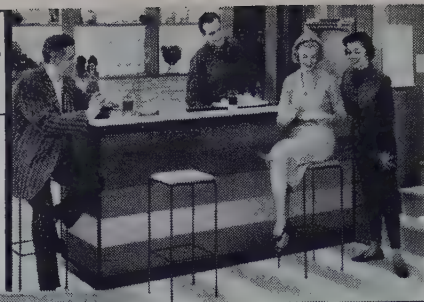
**HArrison 7-5448**

**546 W. Harrison St.**

**Chicago 7**

**Dwyer**

*snack  
bar*



Makes the recreation room a complete hospitality center. Everything needed for family snacks or entertaining built behind the attractive wooden custom-crafted bar. A complete kitchen in the recreation room.

**FEATURED IN SHOW HOUSE MODEL HOME**

Looking for that something extra to add to your home that can turn prospects into customers? Howard B. Quinn, builder of the nationally advertised **SHOW HOUSE** has found it. So can you! It's the Dwyer Snack Bar complete with deep sink, big refrigerator, bake/broil oven, range and storage galore . . . all sealed in lifetime porcelain, and available in lengths from 57" to 89". See it for yourself. Visit Mr. Quinn's **SHOW HOUSE** at 2650 West 84th Place, a few minutes from Chicago's loop in beautiful Beverly Terrace or see it at

**MURPHY BED AND KITCHEN COMPANY, INC.**  
1000 S. Michigan Ave., Chicago. Phone WA 2-7051

# Flynn Fence & Supply Co.

**CHAIN LINK FENCE  
BY FLYNN**

. . .

**Commercial • Residential and Institutional**

**Playground Equipment and Highway Guard Rail**

**EStebrook 9-0260**

**4040 Washington Blvd.**

**Hillside, Ill.**

**JARVIS**

## Refrigeration Service

**Installation and Maintenance  
of**

**Refrigeration Equipment  
for**

**Honor Award Winner**

**International Minerals & Chemical Corp.**



**HO. 5-6300**

**7359 N. Greenwood Ave.**

# GRUNDSTROM CO., INC.



**LANDSCAPE**

**CONTRACTORS**

**for the**

**INTERNATIONAL MINERALS & CHEM. CORP.**

**2001 Waukegan Rd.**

**GLEnview 4-2300**



but to become involved in condemnation of obsolete land-usage properties, and more and more to become the agent and catalyst in the transfer to new and appropriate utilization under private enterprise but with a necessary shift in ownership.

Finally I should like to emphasize that in any program to renew and revitalize our cities, the most important single element will always be people. Business and industry, to be efficient and prosperous, must have people, both as employers and as customers, and they must be able to live conveniently nearby. Our cities must be made attractive not only as a place to work but as a place to live. Unfortunately many of our cities are fast becoming places where only the very high-income and the very low-income families can find a place to live. Public housing and substandard accommodations and luxury high-rental or co-operative apartments leave a huge gap—the middle-income housing area—which is the most important challenge facing effective urban renewal. Certainly our cities cannot prosper if the middle-income group is to be excluded from living conveniently close to the central area. They are hard-working, conscientious and responsible citizens. They are the skilled workers, the essential supervisors, the indispensable white-collar workers, and the technical specialists and professionals without whom neither business nor government can function. Like the firemen and policemen, they often need to be immediately available by living near their work. Cities need more of these middle-income citizens who take their civic responsibilities seriously; business needs them for their skilled services and purchasing power. And these citizens need and deserve comfortable, good and conveniently located housing in our cities at prices they can afford.

I am confident that, despite some of my critical remarks, Chicago and our other cities in America will develop somehow and someday an effective program of urban renewal. We cannot afford not to do it or to take too long to do it. At the city level there is no other task so vital to keeping our country strong, both politically and economically, or so essential if the oncoming generations are to have a pleasant and efficient country in which to work and live.

## **BROCK TOOL AND SUPPLY COMPANY**

**4525 N. Ravenswood Ave.**

**Chicago 40, Ill.**

**LOngeach 1-8325**

●  
**Full Line of Hand and Power Tools  
for Piping Installations and Maintenance**  
●

**The Brock organization is proud of its participation in the 1959 Honor Award Winner:**

**International Minerals and Chemical Corporation  
Administrative and Research Center  
Skokie, Illinois**

**Perkins & Will  
Architect**

**Turner Construction Co.  
Builder**

## **NORTHERN PLUMBING & HEATING CO.**

**CONTRACTORS FOR**

**INDUSTRIAL & COMMERCIAL**

**BUILDINGS**

**CONTRACTORS FOR**

**CITATION OF MERIT WINNER**

**VOLKSWAGEN OFFICE BLDG.**

**4617 N. Western Ave.**

**LOngeach 1-1636**

# **TURNER CONSTRUCTION COMPANY**

---

---

**FOUNDED 1902**

---

---

**105 WEST ADAMS STREET  
CHICAGO 3**

**NEW YORK**

**BOSTON**

**CINCINNATI**

**PHILADELPHIA**



struction should be made, if possible, to serve two purposes, as the new branch campus will. It's always the same taxpayers that are involved, regardless of what particular governmental group "sponsors" the improvement.

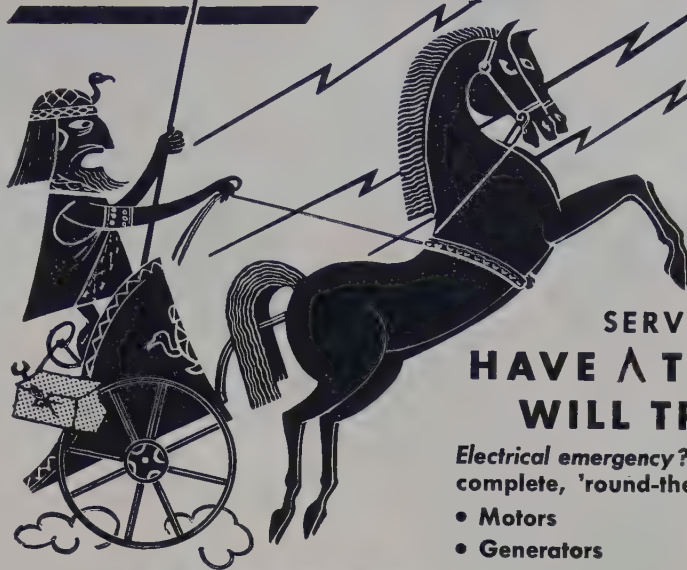
Let's take a brief look at this proposed downtown site. The site lies between State Street and the Chicago River and is bounded on the north and south by Congress and 14th streets. The land is presently occupied by the Grand Central, Dearborn Street and LaSalle Street Stations, extensive rail trackage and is used by 14 railroads. There is enough land there to develop a 76-acre campus for a student enrollment of 6,000, and eventually for a 130-acre campus sufficient to meet the needs of a student body of 15,000. This would include use of the land for such major purposes as academic area, the physical plant itself, athletic fields and parking lots. There would be little increased traffic congestion in the Loop and surrounding sections caused by student cars because most of them would be using mass transit and the streets and highways at "off traffic" hours, not at the rush times.

#### Accessible Location

So far the public transportation is concerned, it is the most accessible location in Metropolitan Chicago from the viewpoint of potential student travel. It would be served by the State Street Rapid Transit subway traversing the North and South sides, by the Dearborn subway extending out Milwaukee Avenue to the northwestern suburbs and in the median strip of Congress Expressway to the western suburbs, and would be virtually at the hub of the entire metropolitan expressway system. The favorable location relative to transportation facilities is conducive to a layout that could be planned so as to be free of congestion while offering ready access from all directions.

In other words, this is the closest approach to a 100 per cent perfect location. There is no other site in the entire city so accessible to so many persons. Thus the downtown site meets one of the most important

# HYRE-O-GLYPHICS



SERVICE  
**HAVE A TRUCKS,  
WILL TRAVEL**

Electrical emergency? Phone Hyre for complete, 'round-the-clock service:

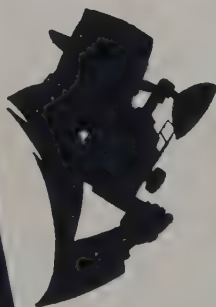
- Motors
- Generators
- Repairs
- Maintenance
- Wiring
- Installation

**HYRE ELECTRIC CO.**

SINCE 1912

2320 W. Ogden Blvd. • Chesapeake 3-6100

INDUSTRIAL • COMMERCIAL LIGHT AND POWER



**pics**  
*incorporated*  
**photographers**

DEARBORN 2-1062

187 N. LASALLE ST., CHICAGO, ILL.

CHICAGO'S  
LEADING PHOTOGRAPHERS  
IN

PRESS                      CONVENTION  
PUBLICITY                COMMERCIAL  
INDUSTRIAL

**24 hour phone service**

# Get the **BIG BONUS** in Standard Gasolines



Out of Standard Research come two great gasolines that offer the highest anti-knock octane in Standard history... that protect your engine from start-up wear... and step up your driving pleasure with smooth BIG BONUS performance and thrifty BIG BONUS mileage.

**GOLD CROWN Super-Premium**, the special grade for high-compression cars. A few tankfuls restore full spark in most fouled plugs for peak power and extra miles—proved in a 200,000-mile driving test.

**RED CROWN King-Size Regular**, now higher in octane than premiums of a few years ago, gives king-size power and mileage.



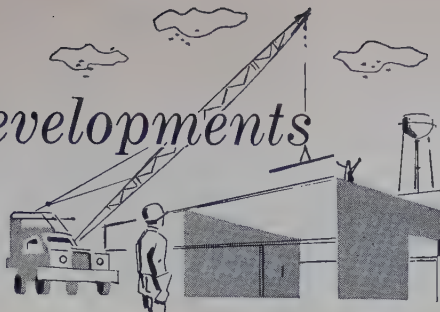
You expect more  
from Standard and get it!



# Industrial

# Developments

IN THE  
METROPOLITAN  
AREA



**T**HIRTY-SIX industrial development projects were recorded in April, amounting to \$21,297,000 for the month, bringing the total for the first four months of this year up to \$63,010,000. These figures can be compared with 23 projects in April, 1958, amounting to \$6,632,000 for the month and a four month total of \$48,381,000.

The projects covered in these reports include newly constructed plants and warehouses and expansions of plants with the erection of additional floor space, and the acquisition of land or buildings for industrial purposes.

• **Simmons Company** is expanding its large plant in Munster, Ind., in Lake County, with the addition of 720,000 square feet of production space, 60,000 square feet of research and development floor area and 34,000 square feet of office space. The existing plant at this location was begun almost two years ago and contains 385,000 square feet of floor area. The well-known bedding manufacturing firm will have nearly 1,200,000 square feet under roof when the expansion is completed in 1960, which is equivalent to 27.5 acres of floor area, on 98 acres of land. The firm's main plant is in Kenosha, Wis. and the executive offices are in New York City. The plant in Munster is served by the Pennsylvania Railroad.

• **Steel Warehousing Corporation**, 350 W. Root street, is adding 150,000 square feet of floor area, including a two-story office structure, to its steel warehouse at 25th avenue and Cermak road in Broadview. The firm is a subsidiary of Jessop Steel Company, Washington, Abell Howe Company, general contractors.

• **Spiegel, Inc.**, 1061 W. 35th street, is erecting 234,000 square feet of

floor area, including rail and truck facilities, at 1105 W. 35th street in the Central Manufacturing District. This additional warehouse is slated to go into operation during 1960. Spiegel has also purchased the large building formerly occupied by Albert Pick Company at 2159 W. Pershing road. The six-story structure contains 180,000 square feet of floor area with truck and switch track facilities.

• **Universal Battery Company**, 3410 S. La Salle street, is erecting a new plant at 4343 S. Pulaski road in the Central Manufacturing District. The plant will have 70,000 square feet of production space and 5,000 square feet of office facilities. The building was designed and engineered by A. Epstein and Sons, Inc.

• **Burgess Vibrocrafters, Inc.**, Grays Lake, is rebuilding its plant which was destroyed by fire in January. The new structure will contain 67,000 square feet of floor area, approximately double the floor area of the plant which was destroyed and will be located on the site of the former building. The company produces electric tools such as jigsaws, engraving and marking machines, paint sprayers and electrical housewares, including mixers and openers. Ralph H. Burke, Inc., architect.

• **Vick Chemical Company** of New York is erecting a 60,000 square foot office and warehouse building at 73rd street and S. Lockwood avenue in the Clearing Industrial District. The company is a well-known manufacturer of proprietary medicines. The Clearing Industrial District, Inc., will erect the structure.

• **Atlantic Brewing Company**, 1549 W. Fullerton, is adding 61,000 square feet of warehouse space to its brewery at 37th Place and Lithu-

## NEED WORKING CAPITAL FOR HIGHER PROFITS?

**TALCOTT  
HAS THE ANSWER**

Cash advanced  
on revolving  
fund basis on your  
accounts receivable,  
inventories and  
machinery

.....  
Installment and  
lease sales

.....  
Factoring

.....  
\$50,000 to Millions

**JAMES TALCOTT, INC.**

FOUNDED 1854

209 S. LA SALLE ST. CHICAGO 4

Financial 6-1444

NEW YORK

DETROIT

## DE LEUW, CATHER & COMPANY CONSULTING ENGINEERS

Public Transit	Subways
Traffic & Parking	Railroad Facilities
Expressways	Industrial Plants
Grade Separations	Municipal Works
Urban Renewal	Port Development

150 North Wacker Drive, Chicago 6  
San Francisco Toronto Oklahoma City

## JEWEL PARK

BARRINGTON, ILLINOIS

33 acre building site  
within city limits

all or part of property available for sale  
for research, office or light manufacturing

adjacent property  
Jewel Tea Company and  
American Can Company

**J. J. HARRINGTON & CO.**

INDUSTRIAL AND BUSINESS PROPERTY

22 W. MONROE ST., CHICAGO 3

Telephone Financial 6-1322

anica. E. F. Quinn and R. T. Christensen, architect. William Jacobson Construction Company, general contractor.

• **Melville Confections, Inc.**, Melrose Park, is adding 40,000 square

feet to its plant which will be utilized for additional production facilities for the firm's line of bulk candies. Holabird and Root, architects.

• **Hayden Manufacturing Company**, with production facilities at 173 N. Peoria street, is erecting a new plant at 618 Hartrey avenue, Evanston, adjacent to the firm's executive offices. The newly constructed plant will house the firm's entire production facilities, and will encompass 36,000 square feet of floor area. The Hayden Company produces metal trim and hardware for furniture manufacturers. Emil Larson, architect and engineer.

• **Griffin Wheel Company**, subsidiary of American Steel Foundries, is erecting a research building and pilot plant containing 24,000 square feet of floor area in Bensenville. The company's headquarters are at 445 N. Sacramento Boulevard and the new structure will be utilized as a branch operation. The firm manufactures car wheels for railroads and makes hard iron castings. Graham, Anderson, Probst and White, architect and engineer.

• **S and S Hinge & Metal Products Company**, 4727 W. Iowa street, is erecting a new plant containing 19,000 square feet of floor area near Schiller Park. J. C. Harris and Sons, Inc., general contractor. W. Fred Dolke, architect and engineer.

## How Healthy Are You?

(Continued from page 17)

wouldn't have suffered a stroke, or the resulting restrictions on his activity."

Arteriosclerosis and high blood pressure are like many other diseases common in middle age: none of them can be depended upon to give advance warnings which the patient will be able to recognize. And, as the figures mentioned above make abundantly clear, a goodly number of individuals who had thought they were healthy have learned otherwise after being examined. Because of this situation, doctors believe annual checkups after 40 are particularly important.

The typical examination consists essentially of three parts: a family and personal medical history, a physical examination of each of the bodily systems, and a series of laboratory tests—urinalysis, chest X-ray, basal metabolism, and electrocardiogram among others. The cost is somewhere in the neighborhood of \$200, although—depending on the doctor's fee schedule and the number of lab tests—it can range as low as \$35 to \$50. The examination takes at least half a day, and usually longer. A number of practitioners in the Chicago area specialize in executive check-ups; any good doctor is qualified to give them, however.

The important thing for the man over 40 whose company does not provide such a program is to establish his own. The cost in time and money is infinitesimal in relation to the benefits.

## "Billion Dollar Bundle"

(Continued from page 20)

thus dangerously undermined the business incentive upon which some two-thirds of all employment in America rests.

The facts proclaim then that it is to cover increased wages, not increased profits, that prices have risen persistently in the post-war period—a new and strange experience in the history of America. The only remaining question is whether culpability lies with employers in bidding up wages against each other, or with labor leaders in forcing inflationary wage increases on employers generally. Instead of suggesting an answer to that question directly I will cite the record, which record

## Alert Mfg. & Supply Co.

1848 Wilmot Ave.  
Chicago 47, Ill. HUmboldt 9-7055

## INDUSTRIAL ADHESIVES

Specializing in  
Adhesive Problems



Distributor for  
United States Rubber Co.

Our chemical engineers are at your disposal to solve your adhesive problems.

"WHEN WE DO A JOB  
WE MAKE IT STICK"

## High Dividends Paid Continuously

Since 1889



## ST. PAUL FEDERAL SAVINGS

6720 WEST NORTH AVENUE • CHICAGO 35, ILL.  
NATIONAL 2-5000

90 Million Dollar Savings Institution

3 Large Free Parking Lots

Frank P. Kosmach, President



may also answer another question. The simple fact is that in the eleven year post-war period, 1946-1956, the steel industry, in resisting what it deemed improper collective bargaining demands, experienced five costly strikes. In the earlier instances the government stepped in and recommended or forced settlements that history has shown to have been inflationary. In one instance a President of the United States sought illegally to seize the industry and grant the labor demands in full. In later instances pressure from many directions for settlement at any cost became intense.

While I cannot discuss the positions which may be taken in the steel industry negotiations, I do wish to point out that the record discloses that the industry has consistently resisted inflationary wage demands.

Another matter about which there has already been considerable talk — some of it coming from high places — is productivity. Some seek solace in the hypothesis that if wage increases do not exceed productivity increases, then cost-covering price increases are not required. Both union and companies are admonished to hold wage increases to amounts no greater than productivity increases. If I were to indulge in admonition I think I would urge the public to hurry up and find out about productivity lest it be taken for a big propaganda ride on the subject.

### *True Productivity*

In such a finding out process the very first thing to observe is that there is a world of difference between an increase in true productivity and an increase in output per man-hour which is often mistakenly assumed to be a measurement of productivity. Confusion on this point is so general that its clarification is worth a moment's discussion. First consider output per man-hour: It can often be greatly increased by buying costly new equipment for a man to operate. The output per his hour of operating the new machine could be greater than the output per hour of the older machine he may have been operating. But any such increase in output per hour is by no means a measure of increased over-all efficiency — that is of productivity — out of which more wages can be paid. This is because the benefit of the increased output per hour is offset in considerable part by

the cost of having and operating the expensive new equipment.

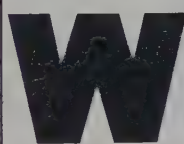
Gains in output per man-hour always overstate and, when looked at in individual companies or industries, often greatly overstate gains in productivity. Increases in output per man-hour, when represented as increases in productivity, can also be exaggerated based on time periods selected for self-serving purposes.

I would next like to consider a currently much publicized purchasing power theory. It is similar to a theory that was prevalent and proved

wrong in the 1930's; but it now is being dusted off and re-offered as a so sweet sucker bait "billion dollar bundle." I think it is sufficient for each to examine for himself all, not just a part of the income arithmetic behind the proposition. If a group of people get a billion dollars more they will spend more — no argument. If a group of people get a billion dollars less they will spend less — again, no argument. There is no way for the steel union group to get an unearned billion dollars more without others undeservedly getting a

## **We Are Proud To Announce...** *Our Appointment* **as Your Local** **RECORDAK** **MICROFILMING DEALER**

*Completely Equipped to Serve All Your Microfilming Needs.*



**WATLAND, INCORPORATED**  
Specialists in Photography for Industry  
7724 S. CLAREMONT AVE. • CHICAGO 20, ILL.  
PRospect 8-4400

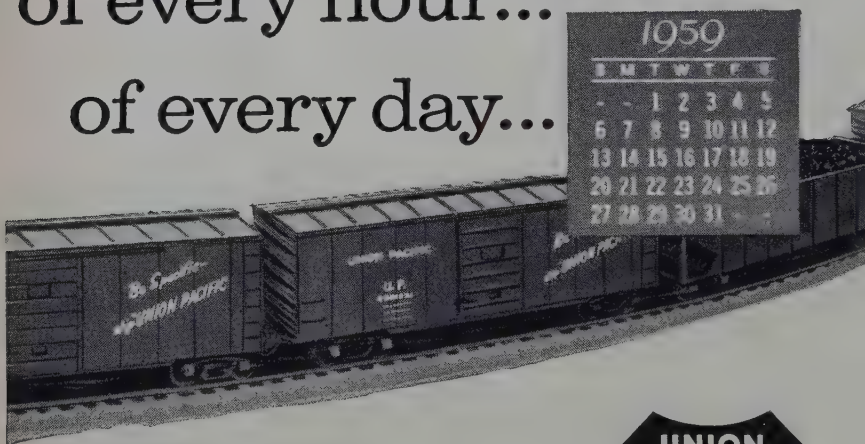




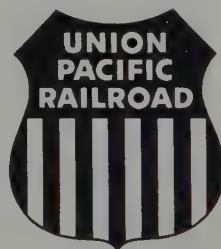
# Every Minute...



of every hour...  
of every day...



Twenty-four hours a day, year in and year out, freight is on the move over Union Pacific rails. The flow is ceaseless. Some are export shipments, some import—all is handled smoothly and efficiently. Are you one of the many who've found it pays to "Ship Union Pacific"?



Consult any Union Pacific representative, or the Foreign Freight Department, Chicago, Ill. Cable address: UPARAILCO.

WORLD TRADE WEEK MAY 18th thru 22nd

## UNION PACIFIC RAILROAD

billion dollars less — except that an additional billion dollars be, in effect, printed up, and this is pure inflation. But if one gets more and another gets less, the total is unchanged. The notion that, by robbing Peter to pay Paul, the real purchasing power of Peter plus Paul will be increased is, in the vernacular, pure bunk.

Nor can one escape the fallacy by substituting "profits" for "Peter" and "wages" for "Paul" in the formula. The notion that profits represent a stagnant pool of purchasing power endlessly to be drawn upon to pay higher wages without price increases is wholly false. The profits that corporations record do not represent accumulations of money; they represent, for the most part, money that has already been spent — money partly paid out in dividends, partly spent to buy new tools of production, partly utilized to provide working inventories, or to finance sales or to supply needed working capital.

### No Corresponding Increase

This can be factually illustrated in the affairs of almost any company. Naturally I choose U. S. Steel, because it happens to be the company with which I am most familiar. During the thirteen post-war years, 1946-1958 inclusive, U. S. Steel had sales aggregating \$41 billion. Its reported profits for the period were approximately seven per cent, or \$3 billion. Dividends were \$1½ billion. This left a difference of about \$1½ billion. But there was no corresponding increase in cash. In fact all that money and more was spent to acquire new tools of production over and beyond the amounts available from depreciation. As a matter of fact in order to have approximately as much cash at the end of the thirteen-year period as at the beginning of it, U. S. Steel had to secure three-quarters of a billion dollars from the sale of its bonds, common stock and property.

Thus he who would divert profits to pay unearned increases in wages would cut off the dividend income of stockholders, shrink the corporate taxes paid to government, diminish the employment and wages of those building the nation's new tools of production and impair everybody's incentive to invest savings in job-creating tools of production. The

(Continued on page 103)



# Transportation and Traffic



THE State Mass Transportation Commission of Illinois has made recommendations to the General Assembly designed to improve and intended to solve the mass transportation problem in Illinois. The commission recommended creation of an Advisory Transportation Committee to be defined by the legislature and charged with the responsibility of planning and coordinating balanced transportation programs to include commuter rail, bus, rapid transit and highway facilities. The commission also recommends creation of the Office of Coordinator of Mass Transportation, appointed by the Governor, whose duties and responsibilities shall be specifically set forth and outlined by the legislature. Regarding the Chicago Transit Authority, the commission suggested enactment of legislation to authorize a \$31.5 million bond issue for capital additions, extensions and improvements, subject to referendum, for the purpose of acquiring, extending and/or improving ways and structures useful in the operation of the C.T.A. system. The commission specified that revenue should not be used for maintenance and operating costs and that new extensions constructed with public funds should not compete with existing mass transportation agencies. The commission also recommended that legislation be enacted giving mass transportation operators the right to arrange service and pricing without suspension, but subject to review of the Illinois Commerce Commission. Additional recommendations covered commuter railroad taxation, motor vehicle registration fees, motor fuel taxes, miscellaneous taxes, municipal corporations entering into agreements with transportation companies, and creation of mass transit districts. In making these recommendations, the commission

said "that the matter of finances necessary to sustain a balanced mass transportation service in any given transportation area rests in, and is, the responsibility of the people in such designated area. This financial support should first and preferably be the direct and initial result of an increased usage of all mass transportation facilities by the people in such transportation areas—and secondly, by the use of public funds only if necessary." The Mass Transportation Commission of Illinois was created by the 70th General Assembly for the purpose of making a complete study of the mass transportation problem and bringing its recommendations to the 71st General Assembly.

• **I.C.C. Prescribes Minimum Motor Carrier Rates On Iron and Steel:** The Interstate Commerce Commission, on reconsideration, has modified its prior report prescribing minimum rates for the transportation of iron and steel articles in Eastern territory by common and contract motor carriers. The new order prescribes two scales of rates, one for application within Middle Atlantic and New England territories and between those territories and Central territory, and the second for application within Central territory. The previously prescribed minimum weight per shipment of 30,000 pounds was increased to 32,000 pounds. Rates on shipments weighing less than 32,000 pounds but not less than 20,000 pounds will be increased 15 per cent over the prescribed basis. Distances will be determined by use of the railroad rate basis number system and the rates have been extended to apply on movements up to 1,200 miles in lieu of 500 miles as previously ordered. The prior finding that railroad rates were not unlaw-

## MOVING STORAGE PACKING

*Estimates Without Obligation*



ALL PHONES

**Plaza 2-4000**

*Local and Nationwide Moving  
Agent for Allied Van Lines*

**Complete Commercial Services**

- Personnel Moving
- Office Removals
- Merchandise Storage
- Record Storage

**1891—OUR 65TH YEAR—1955**

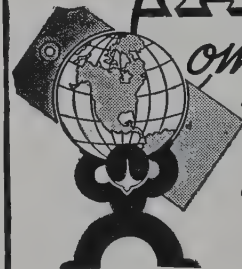
# EMPIRE

**WAREHOUSES, INC.**

**General Offices**

**52nd & Cottage Grove Ave.**

# ATLAS TAG company



**TAGS  
LABELS  
and DECALS  
of every  
Description**

**CALL OR WRITE US  
So We Can Serve You**

*Check these Products . . . . .*  
**ALL MADE IN OUR MODERN FACTORIES**

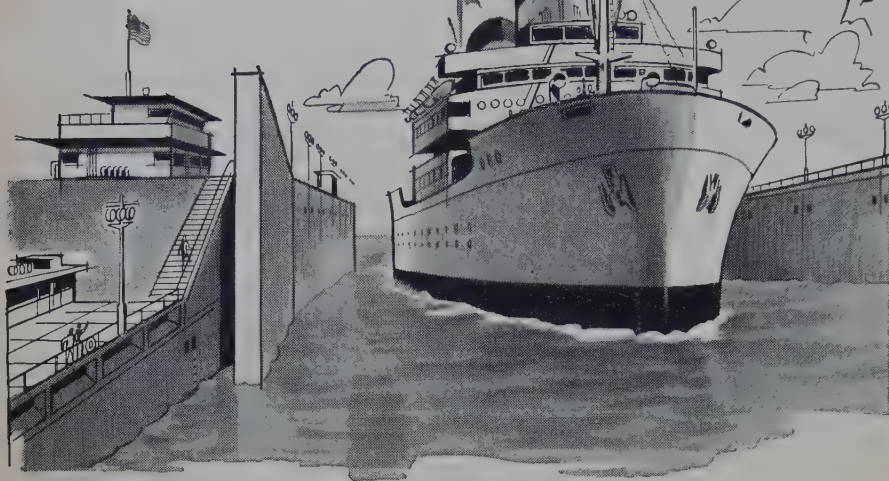
Shipping Tags  
Production Tags  
Die-Cut Tags  
Inventory Tags  
Manifold Tags  
Carbon Slip Tags  
Bag Tops  
Pressure Sensitive  
Tag Envelopes  
Labels  
Decals & Transfers  
of All Kinds

**2435 N. SHEFFIELD AVE.**

**Dl versey 8-6000**

MODERN FACTORIES IN  
**CHICAGO and NEENAH, WIS.**

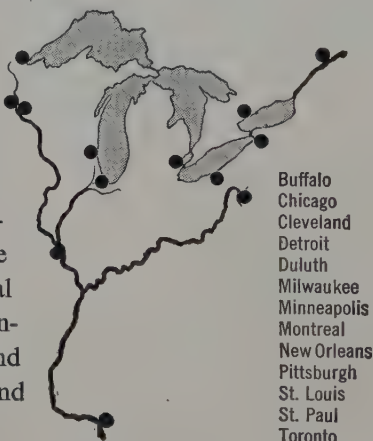
# The St. Lawrence Seaway



## Marine insurance service for a new era in transportation

The coming of the St. Lawrence Seaway is a challenge that heightens the significance of Marsh & McLennan's long established marine insurance service on the waterways of America. Increased shipping volume, larger and heavier ocean-going traffic and expanded harbor facilities generate new protection problems and requirements.

Within the great waterways triangle, thirteen Marsh & McLennan offices are strategically situated to service insurance placed for shipping interests. Meeting the seaway challenge is typical of Marsh & McLennan insurance services that extend to all fields of commerce and industry world-wide.



# MARSH & McLENNAN

INCORPORATED

## Insurance Brokers

CONSULTING ACTUARIES • AVERAGE ADJUSTERS

231 South La Salle Street • Chicago

Chicago New York San Francisco Minneapolis Detroit Los Angeles Boston  
Pittsburgh Seattle St. Louis Indianapolis St. Paul Portland Buffalo Duluth  
Atlanta New Orleans Tulsa Milwaukee Phoenix Cleveland Norfolk Charleston  
Oakland Montreal Toronto Vancouver Calgary Havana Caracas London

ful was sustained. The commission's order requires the carriers to publish the prescribed rates not later than July 1, 1959, on 30 days' notice. The report was issued in MC-C-1510. Iron and Steel Articles-Eastern Common Carriers, MC-C-1629, Iron and Steel Articles-Eastern Contract Carriers, and No. 31487, Iron and Steel Articles, Eastern Territory. The latter proceeding, which embraced railroad rates, was discontinued.

### • Ton-Mile Tax Bill Introduced

In Illinois General Assembly: A bill to impose a ton-mile tax in Illinois, H. B. 860, was introduced in the General Assembly on April 9, sponsored by 58 state representatives. The measure would reduce license fees, but would establish a ton-mile tax on vehicles weighing over 20,000 pounds. The mileage tax is contained in two columns, one titled "Credit Mileage" and the other "Non-Credit Mileage." The bill provides that the flat weight tax paid shall be set up as a credit and against this credit shall be charged the mileage payments due. When the charges equal the flat tax credit, all future mileage will be figured at the rates set forth in the "Non-Credit Mileage" column. No reciprocity is to be granted on the mileage tax.

### Here, There and Everywhere

(Continued from page 10)

stepping up their sales, research and manufacturing tempos are reinforcing key positions with new people. "Executrend" is based on the actual number of top management, sales and technical jobs display-advertised in key newspapers across the nation.

### • Can Have Cake and Eat It Too

— A majority of university economists who replied to a poll by the Congressional Joint Economic Committee believe that the nation can have prosperity and a stable dollar too. Three out of five said relatively high employment and relatively high stability of the general high-price level can be achieved simultaneously in the short run. The proportion rose to practically three out of four for accomplishing this in the longer run. The committee sent questionnaires concerning various facets of anti-inflation policy and related matters to 1,500 economists throughout the country last fall. Replies were received from 615.



# Chicago-Overseas Ship Sailings

## Continental Port Destinations

Vessel	Line	Date	Beechmore	Furness Great Lakes	June 23
Prindefjell			Fair Head		June 26
Fjell-Oranje	May 19		Head		June 26
Skogholm			Toronto City		June 26
Swedish American	May 19		Bristol City		June 26
Willem Van Oranje			Manchester Explorer		July 2
Fjell-Oranje	May 19		Manchester		July 14
utenfjell			Manchester Faith		
Fjell-Oranje	May 19		Manchester		
lio			<b>Scandinavian and Baltic Ports</b>		
French	May 20		Skogholm		
ransquebec			Swedish American	May 19	
Poseidon	May 21		Ternefjell		
agdeburg			Fjell and Fjord	May 25	
Hamburg American	May 23		Ragneborg		
aaakefjell			Swedish Chicago	May 26	
Fjell-Oranje	May 25		Binny		
ins Frederik Hendrik			Swedish American	May 27	
Fjell-Oranje	May 26		Vaxholm		
Binny			Swedish American	June 5	
Swedish American	May 27		Carlsholm		
isabeth Schulte			Swedish American	June 10	
Poseidon	May 28		Borgholm		
Volfgang Russ			Swedish American	June 24	
North German Lloyd	May 28		Torsholm		
illetal			Swedish American	July 8	
Fjell-Oranje	June 2		<b>Mediterranean Ports</b>		
Valdemar Peter			Exceller		
French	June 3		American Export	May 21	
axholm			Joliette		
Swedish American	June 5		Ellerman-Fabre		
azacorte			Labrador		
Poseidon	June 9		Ellerman-Fabre	May 24	
arlsholm			Galila		
Swedish American	June 10		Zim-Israel	May 26	
kauma			Maria Teresa		
French	June 17		Montship-Cap	May 26	
ranscanada			Borealis		
Poseidon	June 19		Concordia	May 28	
orgholm			Pandorian		
Swedish American	June 24		Ellerman-Fabre	May 30	
lsteral			Albano		
French	July 1		Ellerman's Wilson	June 1	
orsholm			A Vessel		
Swedish American	July 8		Ellerman-Fabre	June 18	
hicago			<b>Middle East Ports</b>		
French	July 10		Antonio Terabocchia		
ille de Quebec			Crescent	June 4	
French	July 15		Kvernaas		
			Crescent	July 2	

## United Kingdom Ports

Valdeck			<b>Caribbean and South American Ports</b>		
Bristol City	May 22		Santa Mercedes		
inemiore			Grace	May 21	
Furness Great Lakes	May 23		Wilhelm Nuebel		
orderholm			Transcaribbean	May 29	
Nordlake	June 4		Hornkliff		
athlin Head			French	May 30	
Head	June 9		A Vessel		
Manchester Vanguard			French	June 30	
Manchester	June 15				

## GREAT LAKES OVERSEAS INC.

3400 PRUDENTIAL BLDG.

RAndolph 6-7033

Representing

**FJELL-ORANJE**  
*lines*

LE HAVRE - ROTTERDAM  
HAMBURG - BREMEN - LONDON  
ANTWERP - GLASGOW

**FJELL AND FJORD LINES**

OSLO - COPENHAGEN  
STAVANGER - BERGEN

**SWEDISH CHICAGO LINE**

STOCKHOLM - HELSINGFORS  
LIVERPOOL - GOTHENBURG  
COPENHAGEN

**NIAGARA LINE**

CASABLANCA - ALGIERS - GENOA  
LEGHORN - NAPLES - ALEXANDRIA  
PIRAEUS - ISTANBUL

**CONCORDIA LINE GREAT LAKES SERVICE**

CASABLANCA - ALGIERS - GENOA  
LEGHORN - NAPLES - ALEXANDRIA  
PIRAEUS - ISTANBUL

**LIVERPOOL LINERS, LTD.**

LIVERPOOL - MANCHESTER  
DUBLIN

**WE SELL IDEAS!**

IDEAS that attract . . . IDEAS that excite . . . IDEAS that sell more products. Experienced advertising counsel for the small-budget advertiser. Complete agency facilities. Call us at DE 2-6334.

the creative touch

**TORKEL GUNDEL & ASSOCIATES, Inc.**  
110 S. Dearborn St., Chicago 3, Ill.  
Phone: DEarborn 2-6334



# Association photographed in action



West German Minister of Defense Franz Josef Strauss (left) chats with Association President Paul W. Goodrich and Mayor Richard J. Daley. The Association's Board of Directors hosted an informal luncheon for Minister Strauss during his recent visit



Viewing Chicago from an aircraft he invented is Igor I. Sikorsky looking down upon the city's central area. Thomas H. Coulter, the Association Chief Executive Officer, is guide for the tour



Enjoying breakfast with Governor William G. Stratton are (left to right) Herman J. Biesterfeldt, General Passenger Agent, Illinois Central Railroad; William E. Cavell, Secretary of the Illinois Committee; Melvin L. Kurtz, Chairman of the Illinois Committee; and Governor Stratton. Sixteen committee members spent the day touring Springfield



William B. Horstman, chairman of the Visitors' Bureau Committee of the Association discusses Chicago's summer attractions with members of the committee. He emphasized that June, July and August attractions will combine to present Chicago and midwesterners with the "greatest show on earth"



Laying plans for visitor promotion to the Republican National Convention in July, 1960, are James C. Worthy (seated), Vice President of the Association's Commercial Development Division, and Paul Kunning, Director of the Division. Worthy led a group of Chicago business executives that was successful in bringing the Republican convention to Chicago. The Association's Visitors' Bureau is preparing special promotion pieces for distribution to the many groups throughout the country which will attend the convention



E. E. Beisel, President, Pepsi Cola General Bottlers, Inc., presents \$1,000 check to John Brouch (left) of Armour and Company, Chairman of the Junior Association of Commerce and Industry Jaycee State Junior Citizen of 1959 Committee. The money, used for a scholarship for the state's outstanding young citizen of the year, inaugurates a new Jaycee project which the Chicago Jaycees hope to make national in scope in 1960. This year's scholarship was awarded to William Bailey, 17, Rock Island High School Senior. Bailey will use the award to attend the University of Iowa as a pre-medical student



## JETS AND HELICOPTERS TO BE TEAMED," SIKORSKY

The coming of the Jet Air Age is guaranteed the Age of the Helicopter. Igor I. Sikorsky, giant of aviation and one of the world's helicopter pioneers voiced this belief at the Helicopter in Commerce and Industry Conference sponsored by the Association May 5.

"Jets and helicopters complement each other," Sikorsky, who is consultant of the Sikorsky Aircraft Division of United Aircraft Corp., told the conference. "When jets can travel between New York and Chicago in an hour and fifteen minutes, it is unbearable to be compelled to spend almost as much time traveling from the airport to downtown."

He predicted that within five years, all first-class air travel will use helicopters for the last leg of the trip.

He also predicted that helicopters will become more and more important in passenger travel between major cities 100 to 150 miles apart.

## ACHIEVEMENTS LUNCHEON FEATURES STUDENTS

A program demonstrating what the citizens of tomorrow are doing today to build a better Chicago will highlight the Annual Achievements Luncheon June 4 in the Grand Ballroom of the Sherman Hotel.

The luncheon climaxes the Association's 47th Clean-Up, Paint-Up, Plant-Up, Light-Up Campaign. Students from Chicago's Elementary and High Schools will be featured.

Presiding Chairman will be Philip J. Biggert, Chairman of the Association's Cleaner Chicago Committee, Vice President of Scudder, Stevens & Clark, Inc. A special highlight will be presentation of this year's "Industrial Good Neighbor Award" to a Chicago firm for plant beautification efforts.

Tickets for the luncheon, always sell-out, are \$3.50 each and may be obtained now from the Community Development Division of the Association.



Association President Paul W. Goodrich accepts a National Award for outstanding achievement during 1958 for the Association's "Program of Work" from William A. McDonnell, President, U. S. Chamber of Commerce

## Association Wins National Chamber's Highest Award For Work Program

The top award of the Chamber of Commerce of the United States has been made to the Chicago Association of Commerce and Industry for its 1958 program of work.

The award for outstanding achievement was made by U. S. Chamber President William A. McDonnell to Association President Paul W. Goodrich, President of Chicago Title and Trust Company, at the Chamber's 47th annual meeting.

The Association was selected for the honor above all similar organizations in cities with a population exceeding 200,000. The award, symbolized by a plaque, is made annually to recognize well-balanced and effective activities in the fields of business development, congressional action, economic understanding, community betterment and organization improvement.

The Association lists among its accomplishments in 1958, a research report on basic issues in Chicago Metropolitan Area transportation problems and the expediting of direct international air service through temporary O'Hare Field facilities.

Work of the Association in helping the Chicago Transit authority develop "park and ride" facilities was recognized as was the organization's leadership in promoting the new lakefront exposition center.

Among other projects of the Association which were considered outstanding are these:

Establishment of a committee to

maintain good business relations between Canada and Chicago.

Sponsorship of an exhaustive export survey to establish forecasts of seaway tonnages in coming years through the port of Chicago.

Financing a unique Economic Profile of the Chicago area, which was made by Ezra Solomon of the University of Chicago.

A survey of manufacturing plant locations in the Metropolitan Area.

The Association's annually sponsored World Trade Conference.

The continuing support of the St. Lawrence seaway project.

A citation of merit awarded to the Association for an outstanding program in fire safety is accepted by Charles B. Randall (left), Association Vice President for Governmental Affairs. William A. McDonnell, President of the U. S. Chamber of Commerce makes the presentation





The Association's Governmental Affairs Committee has undertaken the sponsorship of a series of five classes in practical politics. Program plans are discussed by (left to right), Illinois State Senator Hayes Robertson; Robert W. Murphy, Committee Chairman; Roy C. Ingersoll, Borg-Warner Corp., and Joseph H. Bindley of Knox College



## Association Sponsors Program of Practical Politics

**J. H. Bindley, Ph.D. Director of Knox College Program of Practical Politics, To Guide Businessmen's Sessions**

"Today businessmen must not only take into consideration internal problems of materials and labor supply, but the external problems of political and social issues which affect operations. We must accept this new responsibility immediately, without delay.

"Our basic freedom is at stake—including the ability of free business to serve free people who can exercise free choice."

George L. Irvine, Member of Association Board of Directors, Regional Vice President, General Electric Company, in "Politics: New Dimension of Business Management," October, 1958 "Chicagoland Voice of Business."

**A** PROGRAM in practical politics designed to help businessmen to work effectively through the party of their choice to create a more favorable political climate for business is being launched by the Association.

The course consisting of five sessions is now open for enrollment of company representatives, according to Charles B. Randall, Vice President of the Association's Governmental Affairs Division, Tax Attorney, Natural Gas & Pipeline Co.

Several of the city's leading firms already have signed for representation at the sessions, Randall said.

The program is the result of many months of study and preparation, according to Robert W. Murphy, Chairman of the Association's Governmental Affairs Council, Vice President of Borg-Warner Corporation.

The course will be conducted by J. H. Bindley, Ph.D., Director of the Knox College, Galesburg, Ill., Program of Practical Politics.

Dr. Bindley completed his Ph.D. in the area of American politics, served six years as Wayne County, Ohio G.O.P. chairman and developed the Knox College program under a Falk Foundation grant.

Dr. Bindley announced that the five sessions would be set up as follows:

- I. *The Party Structure (ORGANIZATION)*
  - A. Grass roots.
    1. The ward and precinct.
    2. The County Committee.
  - B. Higher levels.
    1. The State Committee.
    2. National Committees.
  - C. The gain.
    1. Patronage.
- II. *Nominations, Registration, Ballots (PREPARATION)*
  - A. Requirements
    1. Petitions
    2. Registration.
    3. Illinois law.
  - B. Forms.
    1. Ballot forms.
  - C. Primaries.
    1. Party offices.
    2. Candidates.
  - D. National Conventions.
- III. *Campaigns (ACTION)*
  - A. Candidates.
  - B. Bosses and machines.
  - C. Techniques.
  - D. Funds.
- IV. *People and Issues (RECIPIENTS)*
  - A. Public Opinion.
  - B. Electorate.
  - C. Pressure Groups.
  - D. Lobbying.
- V. *Indirect Politics (CONTROL)*
  - A. Indirect Contributions.
  - B. Spoils and Graft.
  - C. Party Influence.
  - D. Administration.

Sessions will be held in the Conference Room of the Association, 30 W. Monroe Street, between the hours of 3:30 and 5:30 with a break for dinner to be followed by an address at each session by an outstanding political figure.

Tuition for the five classes, which covers all costs, will be \$150.00 for each person attending. Depending upon the number enrolled, the course will be presented more than once each week.

"This 'staggering' of courses will permit a company representative who misses a class on a given day to make it up at a later date," Murphy pointed out. "We will accept enrollments immediately and for as long as is necessary to meet the demand for training in practical politics."

Murphy said that inquiries about the course should be directed immediately to:

Governmental Affairs Division,  
Chicago Association of Commerce and Industry, 30 W. Monroe Street, Chicago 3, Illinois.  
Telephone FRanklin 2-7700.

## Productivity—Key To Inflation Control Subject of Meeting On May 26

A luncheon meeting and afternoon conference to consider various facets of Productivity will be sponsored by the Association's Business Research and Statistics Committee May 26 at 12:15 in the Gold Room of the Congress Hotel.

Productivity as a controversial factor in wage determination, a primary issue in the steel negotiations, a key to inflation control and a problem in statistical measurement will be considered at the meeting.

Speakers are: Ewan Clague, Commissioner of Labor Statistics, U. S. Bureau of Labor Statistics, Washington, "How is Productivity Measured?"; George Hitchings, Manager Economic Analysis Department Ford Motor Company, Dearborn Mich., "How Does Management Look on Productivity?" and Nat Goldfinger, Assistant Director of Research, AFL-CIO Headquarters Washington, "How Do Labor Unions Regard Productivity?"



## BOARD ACTION OPPOSES CARTAGE MEASURE AND MOTOR LICENSE BILL

Proposed Illinois legislation to regulate local cartage services and House bill 860 which would revise motor vehicle license fees are being opposed at Springfield by the Association.

As in the past, the Association opposes cartage legislation which would place an undue burden on transportation within the Chicago Metropolitan Area, believing that such regulation is impractical and unnecessary.

Opposition to the license fee bill is based on the belief that this measure would completely destroy reciprocity with other states and that under its provisions it would be necessary to increase substantially the personnel of the State motor vehicle division to police operation of both intra-state and interstate vehicles.

Resolutions opposing the two measures were presented to the Association's board of directors by W. H. Ott, Vice Chairman of the Local Cartage Committee of the Association's Transportation Division.



A new era for Chicago began when the Dutch freighter M. S. Prins Johan Willem Friso steamed into Navy Pier. Chicago's fire boats send streams of water in welcoming ceremonies. Right: Admiring a photo mural of Chicago are (left to right), H. M. Holden, President, Great Lakes Overseas, Inc., Mayor Richard J. Daley, Capt. Sander Klein of the Friso, and Leslie H. Dreyer, Association Vice President for World Trade. The mural was presented by Dreyer to Capt. Klein for winning the annual race among overseas ships to be the first to arrive in Chicago



William W. Huggett (left), chairman of the Association's Harbors and Waterways Committee, presents a silver coffee service to Capt. Hawley MacDermid (center) of the Santa Regina. Arthur B. Johnson, Manager, Great Lakes Operations, Grace Line, participated in the ceremonies. The 8,500 ton Grace Line freighter was the first American ship to reach Chicago through the completed St. Lawrence Seaway. The Association has been presenting gifts each year to the first ship to arrive for the past six years

## DuPage County Industrial Development Conference May 28 In Elmhurst

More than 300 persons are expected to attend the Du Page County Industrial Development Conference Thursday, May 28 at the Elmhurst Country Club.

Top industrial planners will meet with Du Page County businessmen to examine the county's industrial advantages in a first-of-its-kind meeting in the county. The meeting is sponsored by the Association in cooperation with the Du Page Board of Realtors.

The purpose of the conference is to explore the potential for further expansion and diversification of industries in Du Page County, and to develop factual data useful in attracting new types of industries.

Experts in the field of industrial development will address the meeting.

Principal speaker is Thomas G. Ayers, Vice President of the Com-

monwealth Edison Company. J. C. Donnal, President of West Suburban Personnel, Inc., is Conference Chairman and Charles H. Cress, President of the Du Page Board of Realtors is Vice Chairman.

Thomas H. Coulter, Chief Executive Officer of the Association, will explain the increasingly important part Du Page County plays in growth of the Chicago Metropolitan Area.

Dr. Howard G. Roepke, University of Illinois, who has developed community and industrial programs for many Illinois communities, will point out advantages and benefits of planned industrial development.

Paul Opperman, Northeastern Illinois Metropolitan Area Planning Commission, will examine the many facets of community development.

A review of existing water supply, drainage and sewage disposal facili-

ties with an eye to future needs will be made by Arthur W. Consoer, Managing Partner, Consoer, Townsend & Associates.

A panel of experts will answer questions of those attending the conference. Panel moderator is Charles F. Wilson, Director, Industrial Development Division of the Association.

Panel members are: Gene F. Cermak, Director of Industrial Development, Chicago & North Western Railroad; Charles H. Cress, O. B. Dold, Superintendent of Highways and Chief Engineer, Du Page County Airport; Harold J. Roth, Manager, Industrial Development, Northern Illinois Gas Company; Robert S. Stuart, Director, DuPage County Zoning Board of Appeals; and L. C. Trimble, Director of the Territorial Information Department, Commonwealth Edison.





1959 version of the dinosaur to be seen at the Chicago International Trade Fair July 3-18, is unveiled by (left to right) Paul W. Goodrich, Association President, Thomas H. Coulter, Association Chief Executive Officer, and W. D. Cross, Jr., Central Regional Vice President of Sinclair Refining Company at the company's regional headquarters, 155 N. Wacker Drive



Helen Ticken Geraghty, Director of Entertainment for the Chicago International Trade Fair, explains "Holiday Island" to (left to right) B. O. Warren, President of Sod Growers Assn.; Thomas King, Chicago Metropolitan Landscapers Assn.; Robert Novak, Landscape Architect with Naess and Murphy; John W. Evers, President of Commonwealth Edison Company, and W. L. Petersen, Fuel Assistant with Commonwealth Edison

## More Free Attractions Announced For Chicago International Trade Fair

Day by day, new free entertainment attractions are announced for the Chicago International Trade Fair to be held July 3-18 at Navy Pier.

As well as exhibits of products from many nations, Fair visitors will be treated to an extravagant display of entertainment.

In addition to the headlined visit of Queen Elizabeth of Great Britain, the visit of a flotilla of U. S. and Canadian Warships, a demonstration of Naval landing maneuvers, the sensational U. S. Air Force Thunderbirds, an array of exotic acts from many countries, and outstanding United States entertainers. Richard Revnes, Managing Director of the Fair has announced these new entertainment developments:

The Fair is creating a quarter of an acre "Pleasure" Island just off the end of Navy Pier. It will be fully landscaped with green velvet turf, flowers, shrubs and trees 30 feet high.

For the 16 days of the fair, it will be the stage for one of the most exciting and distinguished groups of international entertainers ever assembled in Chicago.

The large barge on which the island will be built is being provided by Commonwealth Edison Company.

Naess & Murphy, architects, designed the island. The Sod Growers Association of Illinois, will cover the barge with sod.

The Chicago Metropolitan Landscaping Association, will plant general nursery stock. The thousands of flowers will be planted by the Chicago Park District. When the island is completed at 86th Avenue on the Calumet-Sag Canal, the Chicago Towing Co. will provide tugs to bring the island up the river to Navy Pier.

Don McNeill's Breakfast Club, America's oldest continuous radio program will be heard Mondays through Fridays on 300 stations affiliated with the American Broadcasting Company directly from the Fair.

Appearing with McNeill at the

### "CLUB INTERNATIONAL" MEMBERSHIPS

A limited number of memberships in "Club International" aboard the Netherlands luxury liner "Prinses Irene" during the Chicago International Trade Fair are still available, Fair Managing Director Richard Revnes has announced.

Membership serves as a season pass for two to the fair, admits two aboard the "Prinses Irene" at any one time and is completely transferable within a firm or organization.

Trade Fair Broadcasts will be singers Anita Bryant and Dick Noel, Fran (Aunt Fanny) Allison, Sam (Clowning) Cowling and Eddie Ballantine, McNeill's music director since the program first went on the air 26 years ago.

Revnes also announced that the World's largest truck, the French Berliet T-100, will be on display at the fair. The huge vehicle is 13 feet high, 16 feet wide, and 41 feet long. The cabin is complete with electric cooking range, sleeping berths, drinking water tanks and filtered air conditioner.

The spectacular "Hakata Gion Yamakasa," a 19-foot high array of dolls, miniature buildings, bridges and flowers depicting Japanese scenes, is a gift from the city of Fukuoka to Chicago.

The dinosaur, modeled after the huge prehistoric "terrible lizard" became extinct 60 million years ago, will appear at the fair. This is the 1959 version of a star attraction at the 1933-34 Century of Progress Exposition.

W. D. Cross, Jr., Central Regional Vice President of Sinclair Refining Company, explained that Sinclair, exhibitors of the "terrible lizard" is participating in the Trade Fair because of the corporation's worldwide interests.

"We recognize that with the opening of the St. Lawrence Seaway plus the excellent rail, highway and air transportation facilities, Chicago will become the unchallenged center of world trade," Cross said.



# Calendar of Association Events

May 20	Membership Luncheon Meeting; D. W. Harris, Chairman of the Board, Universal Oil Products Company, Host	Association Conference Room 12:15 P.M.
May 21	Illinois Committee trip to Kankakee; Melvin L. Kurtz, Chairman Junior Co-Ordinating Committee; C. Edward Dahlin, Chairman	Swedish Club 12:15 P.M.
	Illinois Chamber of Commerce Executives Annual Meeting Health-in-Industry Committee Meeting; Thomas G. Murdough, Chairman	Kewanee, Illinois Association Conference Room 2:00 P.M.
May 25	Research Clearing House Committee Luncheon Meeting; Harold M. Mayer, Chairman. The directors of research of the four newspapers in Chicago will speak.	Association Conference Room 12:15 P.M.
May 26	Membership Luncheon Meeting; Edgar Heymann, President, Exchange National Bank of Chicago, Host	Association Conference Room 12:15 P.M.
May 26-27	Conference on Productivity-in-Industry, Sponsored by the Association. Speakers: Ewan Clague, Commissioner, United States Bureau of Labor Statistics; George Hitchings, Manager, Economic Analysis Department, Ford Motor Company, Dearborn, Michigan, and others.	Gold Room, Congress Hotel 12:15 P.M.
May 28	Illinois Committee Luncheon Meeting  DuPage Industrial Development Conference; Theme: "Let's Look at DuPage County for Industry"; sponsored by the Association in cooperation with DuPage Board of Realtors. Chairman: J. C. Donnal, President, West Suburban Personnel, Inc.	Association Conference Room 12:00 Noon  Elmhurst Country Club 9 A.M. - 2 P.M.
May 29	National Military-Industrial Conference Scholarship Awards Luncheon	Association Conference Room 12:30 P.M.
June 2	Membership Luncheon Meeting; Leslie H. Dreyer, Vice President, First National Bank of Chicago, Host.	Association Conference Room 12:15 P.M.
June 3	Membership Luncheon Meeting:	Association Conference Room 12:15 P.M.
June 4	Achievements Luncheon Meeting: sponsored by the Association; Philip C. Biggert, Chairman, Cleaner Chicago Committee  Illinois Committee Luncheon Meeting; Speaker: Arnold Schumacher, Economist, Chicago Title & Trust Company; Topic: "Analysis of the Economic Picture." Industrial Traffic Council Luncheon Meeting; T. C. Hope, Chairman	Grand Ballroom, Sherman Hotel 12:00 Noon  Association Conference Room 12:00 Noon  Traffic Club, Palmer House 12:15 P.M.
June 9	Membership Luncheon Meeting; Leonard Hicks, Vice President, The Pick-Congress Hotel, Host	Pick-Congress 12:15 P.M.
June 10	Membership Luncheon Meeting; John R. Halligan, President, Hallicrafters Company, Host	Association Conference Room 12:15 P.M.
June 11	Illinois Committee Luncheon Meeting  Membership Luncheon Meeting; Daniel Ryan, President, Cook County Board of Commissioners, Host	Association Conference Room 12:00 Noon  The Chicago Club 12:15 P.M.
June 16	Membership Luncheon Meeting	Association Conference Room 12:15 P.M.
June 18	Illinois Committee Luncheon Meeting	Association Conference Room 12:00 Noon

## SPECIALISTS

in "packaged"  
construction  
service

Commercial, Industrial and  
Community Buildings



**john f. chapple and company**

DESIGNERS & BUILDERS OF PRE-ENGINEERED CONSTRUCTION

Villa Park, Illinois • AUSTIN 7-2927



## LUSE-STEVENSON Co.

CONTRACTORS - DISTRIBUTORS

Pipe and Boiler Covering

Composition and Built-Up Roofing

Corkboard and Cold Storage Erection

Sheet Metal Work

873 W. BLACKHAWK ST.

CHICAGO 22, ILLINOIS

MOhawk 4-3900

### AIR CONDITIONING VENTILATION

Dust Collecting and Fume Removal Systems  
Sheet Metal Fabricators  
Welding—Spot - Electric - Arc - Acetylene

**SEeley 3-2765**

1931 W. LAKE ST.



**THE HAINES COMPANY**

ESTABLISHED SINCE 1900

## FLOORS

Since  
1935

- Asphalt Tile, Vinyl & Rubber Tile
- Industrial Floors  
repairing or resurfacing
- Underlayments

Complete Contracting Service  
Guaranteed Installations  
**OVER 23 YEARS**  
of Continuous Service

**The CAMP Co., Inc.**  
6958 S. State St., Chicago TR. 4-4770

## Real Estate Management

by

**J. J. HAINES &  
ASSOCIATES, INC.**

224 S. MICHIGAN AVE.

CHICAGO 4, ILL.

WAbash 2-2022

## For Exceptional Service

in connection with the  
**Issuance of Steamship**  
or  
**Air Tickets**

★ ★

**Hotel Reservations  
Abroad**

★ ★

**Quick Passport & Visa  
Service**

Let

**Mercury TRAVELS INC.**

arrange your travel needs

located at  
185 N. Wabash Avenue  
Suites 404-407

Phones:  
CEntral 6-8210; 11; 12; 13

*There is no fee entailed when book-  
ings are effected through our agency.*



## University of Illinois

(Continued from page 85)

teria for the branch campus: high accessibility at a minimum transportation cost from all parts of the city and suburbs.

From the university point of view, this site offers a number of advantages. One is the exceptionally wide range of job opportunities available in the Loop and surrounding areas for students working their way through college. Conversely, young people employed in the central area could have increased educational opportunities available to them.

And not only are there plenty of employment opportunities in the Loop for the students, but 30 of the 39 major industrial districts are within 25 minutes traveling time of this site.

There are other advantages this location has to offer the student body and faculty. One is that it is in close proximity to Grant Park, the lake, Soldier Field, theaters and entertainment spots. Another is the fact that the Art Institute, Shedd Aquarium, Adler Planetarium, Chicago Natural History Museum, Newberry and Crerar libraries as well as the Chicago Public Library and many other famous educational and cultural institutions are close at hand and readily accessible. With the branch campus situated just south of the Loop, students and faculty alike will be able to attend with equal ease lectures and public appearances of outstanding leaders and authorities in many fields.

### Contact With Business

Students and faculty will also find here a perfect environmental contact with business and industrial organizations and their executive staffs, an invaluable adjunct to many of their courses. Many companies are but a short distance away from the proposed university site. Where could you find a better training ground for future businessmen and executives?

There's no doubt that the city itself—business and industry—will also stand to gain greatly if this site is selected. The new campus would provide additional study opportunities at a college level to the young people working in the Loop and nearby areas. The campus would

also result in increased patronage of Chicago's cultural and educational facilities, its principal hotels, restaurants, banks and stores, as the Chicago Central Area Committee has pointed out. It would also provide the various commercial establishments with a fertile recruiting ground for part-time or full-time job applicants, before and after graduation. The business contacts they may have made while in school should stand both them and their employers in good stead when they finally enter the world of business.

Several other very significant advantages would accrue to the city as a result of having the branch campus located immediately to the south of the Loop. It would contribute to the compactness of the Loop area by providing a firm anchor of containment and support (as well as of general enhancement of property values) at one vital end. A University of Illinois "skyline" to the south would not only be an ideal anchor, because it would not duplicate but rather complement and supplement the functions of the cen-



**... on the nose!**

**W**HEN a radio or t-v program director signals from the control room that the show is "on the nose," he means that the entire performance, including the timing, is just right.

*And* it's on-the-nose performance and service you can always expect from VEND-O-MATIC installed and operated vending machines in YOUR plant or office, whether we're serving your employees fresh-brewed coffee, soft drinks, milk, ice cream, hot foods or candy! We'd like very much to tell you the VEND-O-MATIC story of "on-the-nose" service we are today giving to hundreds of our customers throughout Chicagoland.

The

**Uniper  
3-1700**

**Vend-O-Matic Co.**

**I**S YOUR vending machine installation as efficient, modern, and high in food quality as it should be? Write today for our free PERFORMANCE SCORE CARD. It's the way to make your own simple survey and check the facts.

To VEND-O-MATIC  
4218 N. Elston  
Chicago

We want a PERFORMANCE SCORE CARD to check our own vending machine installation.

Name.....

Co.....

Street.....

Town.....

CVA

tral area, but it would also add a new dimension to Chicago's growth along the peripheral areas of the Loop.

What's equally important, placing the campus in this downtown location will permit the city to embark upon a major urban renewal project by redeveloping and rehabilitating the surrounding area that borders immediately upon the proposed campus.

### **Civic Organizations**

For these and similar reasons any number of civic and community organizations have endorsed the downtown campus site, among them the Chicago Real Estate Board, City Club of Chicago, State Street Council, Metropolitan Housing and Planning Council, Building Managers Association, Chicago Central Area Committee, Chicago Federation of Labor, the Chicago Chapters of the American Institute of Architects and of the American Institute of Planners and the Chicago Association of Commerce and Industry. Mayor Daley has promised that the city

will absorb part of the additional land costs, if necessary. It is estimated that a 130-acre campus can be built on the land that will ultimately be available there if and when the railroads adopt the terminal consolidation plan, which has the enthusiastic support of the mayor.

Two objections to the site are noteworthy, however: cost of the land, which will be far more than the university is prepared to pay at present, and its immediate availability. As to the former, it is possible that area development or action through other agencies might bring the cost down to the level of the other possible locations. But land cost should not be considered a major item by a university. In the case of a university campus the cost of the land is minute in comparison to the cost of many other things; it represents but a tiny percentage of the total capital cost of operating, and any difference between what the university thinks it can pay for the land and what the land will actually cost should not be a governing influence. If the mayor and the governor

unite in their support of the railroad terminal site, the General Assembly may provide the necessary money over a period of time.

Availability is a more serious obstacle to the purchase of the site. The railroads will have to accept the consolidation plan to combine their terminal facilities in the Union Station, before the land will be for sale.

The University states that they will need a facility for 6,000 students by 1963, the balance of the campus to be completed by 1965. The question might be put: Would the number of prospective students temporarily denied a college education because the branch campus was a little late in opening be greater, over a period of 20 years for instance, than the number who would ultimately be denied an education if the campus were to be located where it would be much more difficult for the majority to reach? There's not much doubt of the answer.

### **Use Other Colleges**

Quite apart from this, however, the time element can be met and overcome by utilizing the excess capacity of other local colleges and universities, for instance, on the basis of partial tuition payments or partial scholarships, the exact method to be worked out by the colleges concerned.

Still another objection that has been mentioned is the fact that the present railroad property will be taken off the tax rolls if the university moves in. But whatever land the university decides to occupy will be taken off the tax rolls, regardless of its location unless it is already publicly owned. The reply might also be made that the university should by its very presence on the south side of the Loop raise real estate values and thus compensate by way of return.

What we decide in this matter of location will mark us for generations to come. Our final decision—the university's final decision—will go down in history as either a wise and farsighted decision, or as a hasty and foolish one. For what is to be chosen is not some temporary building location, but a permanent residence for a great and expanding "cathedral of learning" that will serve the youth of the Chicago area for hundreds of years to come.

# **NORRIS**

## **GRAIN COMPANY**

**Serving the domestic and export grain trade since 1908. Merchandisers of choicest wheat types, spring, hard and soft winters, for the milling trade; also corn, soybeans, and other coarse grains, for shipment via rail, water and truck.**

### **30 MILLION BUSHELS GRAIN STORAGE**

- CHICAGO, ILL.
- NEW YORK, N. Y.
- BUFFALO, N. Y.
- TOLEDO, OHIO
- ST. LOUIS, MO.
- DULUTH, MINN.
- OMAHA, NEB.

- KANSAS CITY, MO.
- PEORIA, ILL.
- PEKIN, ILL.
- ELIZABETH CITY, N. C.
- BURLINGTON, IA.
- MEMPHIS, TENN.
- WINNIPEG, CANADA

• Terminal Elevators



Any objections or obstacles to the choice of the downtown site can be disposed of, therefore. Let's remember that this whole matter is not merely one of consolidating the railroad terminals or selection of a suitable site for a great university, as Frederick T. Aschman, Consultant to the City of Chicago and an authority on city planning, has pointed out. If accomplished, it will become one of the great civic achievements in the history of modern city planning and will bring to Chicago a great deal in terms of honor and prestige. It will also establish the future frame of the Loop and contribute enormously to our urban renewal program by creating the kind of environment that will be most conducive to the development of proper housing in the central part of the city. The addition of 10,000 students plus faculty members will not only attract more visitors to Chicago annually but will put our city where it properly belongs—in the forefront of American educational centers.

### "Billion Dollar Bundle"

(Continued from page 90)

the profit-to-pay-wage idea is only another version of the rob-Peter-to-Paul fallacy.

So much for some of the economic issues often debated in connection with the cost-push inflation spiral. In orienting our attitudes toward that spiral it is important that we be able to recognize economic fallacy when it is proffered as economic reality. But it is even more important that we disabuse our minds of the notion that cost-push inflation is primarily an economic affair. It isn't, although it has serious economic consequences. The spiral itself is primarily a manifestation of power—of publicly accepted and deeply entrenched labor monopoly power, the like of which has not heretofore been present in American economic affairs.

In drawing your attention to this fact I do not seek your condemnation of how the labor leaders exercise their power. Condemnation gets nowhere. I seek instead your understanding of what I regard as their predicament. They find themselves in situations where success is measured almost solely by the extent to which they are able to obtain unearned wage and other benefits for

Intensive efforts are now being directed toward the accomplishment of rail terminal consolidation because of its feasibility as emphasized in the engineering report on "Passenger Terminal Consolidation," prepared for Mayor Daley by the engineering firms of DeLeuw, Cather and Company, and Sanderson and Porter. Our Association, therefore, strongly urges that no further consideration be given by the Board of Trustees of the University of Illinois to alternative permanent sites in view of the definitely established fact that consolidation of rail terminal facilities is an attainable objective.

Since, however, the rail site may not be available in keeping with the present time schedule established by the university trustees for the new Chicago Branch, available temporary facilities should be utilized during the interim period so that this ideal site for the University of Illinois will have every opportunity for fulfillment. It's the one best choice.

the employees they represent. They are thus compelled to try to outdo each other, lest they be superseded by more determined aspirants to the positions they hold. They are driven by their ambitions and rivalry. Each leader's success becomes the minimum target of the next leader's efforts—and so the cost-push spiral is perpetuated.

History has now documented over and over again that in the course of this rivalry inflationary wage settlements have been forced upon one industry after another. The economic argument that attends the negotiations is more the cloak than the reality of the case.

But the even more fundamental thought that I would leave with you is that, in the last analysis, public opinion and public law are responsible for the monopoly power behind cost-push inflation; and cost-push inflation will tend to continue in the future as it has persisted in the past until public opinion and public law modify the incentives and power of labor monopoly leaders to force endless and senseless inflationary wage settlements on one American industry after another.

## EMPLOYERS

FOR

COOKS

ELEVATOR OPERATORS

KITCHEN HELPERS

CHEFS - MAIDS

PANTRY WORKERS

NURSES AIDES - PORTERS

HOUSEMEN

DISHWASHERS

ORDERLIES - BUS BOYS

Call the  
SERVICE OFFICE

Illinois State  
Employment Service  
371 W. Adams St.  
FRanklin 2-9384

NO FEES CHARGED

### BATTEY & CHILDS, INC.

ENGINEERS - ARCHITECTS

Complete Service for Industry

231 So. LaSalle St., Chicago 4, Illinois

### METAL NAME PLATES

Etched or Lithographed Plates  
with Holes or Adhesive Backs

RELIABLE SERVICE

CHICAGO NAME PLATE CO.  
Chicago 26, Ill. Ambassador 2-5264

### A-Z LETTER SERVICE

ESTABLISHED 1918

PLANOGRAPHING • MULTILITH  
ART & COPY LAYOUT  
MIMEOGRAPHING • MULTIGRAPHING  
ADDRESSING • MAILING  
DIRECT MAIL CAMPAIGNS

139 N. CLARK DEarborn 2-1891

### ORGANIZATIONAL PLANNING

Executive and Sales Personnel  
Counseling and Testing

LEROY N. VERNON & ASSOCIATES  
Industrial Psychologists

THE PERSONNEL LABORATORY  
La Salle Wacker Bldg. • Chicago

### CODE DATING

Automatic, Dependable, Guaranteed,  
Friction and Power-driven Machines  
Write giving details on a specific coding  
problem

KIWI CODERS CORPORATION  
4027 N. Kedzie Ave. Chicago 18, Ill.



# Index

<b>A</b>	
A-Z Letter Service	103
A & R Electric Co.	70
Acorn Wire & Iron Works	70
<i>Symonds, MacKenzie &amp; Co.</i>	
Active Anodizing & Plating Co., Inc.	74
Addison Lighting Co.	57
Airkem Chicago, Inc.	81
Airtite, Inc.	66
Alco Electric Supply Co.	72
Alert Mfg. Co.	88
<i>Jay Products</i>	
Allen Tiling Co.	54
American Glass Co.	72
Anderson, Chas. H., Floors, Inc.	80
Arcole Midwest Corporation	62
Asbestos & Magnesia Materials Co.	64
Atlas Tag Co.	91

<b>B</b>	
Batthey & Childs, Inc.	103
Bean, Ferrel M., and Associates, Inc.	68
Bell & Gossett	25
<i>Perrin-Paus Company</i>	
Berry Bearing Co.	I.F.C.
<i>J. L. Cunningham &amp; Company</i>	
Berthold, Gus, Electric Co.	55
Bevel Granite Co.	72
Branch-Nicoloff	67
Brock Tool & Supply Co.	83
Bruning, Charles, Co., Inc.	63
<i>H. W. Kastor &amp; Sons Adv. Co.</i>	
Burgess-Manning Co.	24
<i>Merchandising Advertisers, Inc.</i>	

<b>C</b>	
Camp Company, Inc., The	100
<i>Read Brothers Advertising</i>	
Carp, Joseph T., Inc.	26
Carrier Corporation	54
Century Equipment Co.	72
Chapple, John F., & Co.	100
<i>Kuttner &amp; Kuttner, Inc.</i>	
Chicago Name Plate Co.	103
Chicago Painting Co.	61
Chicago Plastering Institute	71
Chicago Title & Trust Co.	73
<i>The Buchen Company</i>	
Chicago Tribune, The	BC
<i>Footo, Cone &amp; Belding</i>	
Citizens Committee for Limited Area	
Branch Banking	Insert
<i>Financial Advertising, Inc.</i>	
Clearing Industrial District	6
Commonwealth Edison Co.	27
<i>Leo Burnett Company, Inc.</i>	
Continental Illinois National Bank & Trust Co. of Chicago	4-5
<i>Earle Ludgin &amp; Co.</i>	
Corbetta Construction Co., Inc.	71
Crane Construction Co., Inc.	53
Crane Fulview Glass Door Co.	77
Culver, S. K., Co.	22
<i>McCann-Erickson, Inc.</i>	

<b>D</b>	
DeLeuw, Cather & Co.	87
Doetsch Bros.	56
Donahoe, W. J., Co.	60

<b>E</b>	
Economy Plumbing & Heating Inc.	58
Efengee Electrical Supply Co.	61
<i>Elliott, Jaynes &amp; Baruch</i>	

Empire Warehouses, Inc.	91
Enjay Construction Co.	75
Enterprise Marble Co.	56
Esko Roofing Co.	74

<b>F</b>	
Fecht Electric Inc.	63
Fiocchi, Caesar	76
Flood, Walter H., & Co.	65
Flynn Fence & Supply Co.	82
Fulton Asphalt Co.	68
<i>Ross Llewellyn, Inc.</i>	

<b>G</b>	
GMR Associates, Inc.	80
Gallaher & Speck	81
Gateway Engineering Co.	53
Goldberg & O'Brien Electric Co.	78
Graves & Graves Corp.	73
Great Lakes Overseas, Inc.	93
Grundstrom Co., Inc.	82
Gundel, Torkel, & Associates	93

<b>H</b>	
Haines Co., The	100
Haines, J. J., & Associates	100
Hamilton Glass Company	64
Harrington, J. J., & Co.	87
Harris Trust & Savings Bank	9
<i>Leo Burnett Company, Inc.</i>	
Hartman-Sanders Company	76
Hooker Glass & Paint Mfg. Co.	60
Hotpoint Appliance Sales	67
Hyre Electric Co.	85
<i>George H. Hartman Co.</i>	

<b>I</b>	
Illinois Bell Telephone Co.	23
<i>N. W. Ayer &amp; Son Inc.</i>	
Illinois Insulation & Construction Co.	65
Illinois State Employment Service	103
Inland Steel Company	1
<i>Edward H. Weiss and Company</i>	

<b>J</b>	
James, Schaeffer & Schimming	61
Jarvis Refrigeration Service	82
Johnson Service Co.	80

<b>K</b>	
Kane Service, The	12
<i>Frank C. Nahser, Inc.</i>	
Kedmont Waterproofing Co.	74
Kelly Systems, Inc.	80
Kiwi Coders Corp.	103

<b>L</b>	
Lou Steel Products Co.	72
Luse-Stevenson Co.	100

<b>M</b>	
Mahoney, W. T., & Sons, Inc.	58
Malley, Ed, Sales	68
Marsh & McLennan, Inc.	92
<i>Doremus &amp; Company, Inc.</i>	
Mastic Tile Corporation of America	78
Mayer Paving Co.	62
McNulty Bros. Co.	72
McWilliams Electric Co.	80
Mercury Builders, Inc.	57
Mercury Travels	100
Meyne, Gerhardt F., Co.	69
Michaels Art Bronze Co.	68

Monarch Hardwood Lumber Co.	79
Murphy Bed & Kitchen Co.	82

<b>N</b>	
Natural Gas Pipeline Co. of America	70
<i>Douglas D. Bales Advertising</i>	
Nielsen Co., S. N.	6
Norris Grain Co.	102
Northern Plumbing & Heating Co.	85

<b>O</b>	
O'Brien, W. J., Electric Co., Inc.	62
Olson Lathing Co., The	61

<b>P</b>	
Peerling-Sheddy Marble Co.	76
Peoples Gas Light & Coke Co.	2
<i>Needham, Louis &amp; Brorby, Inc.</i>	
Personnel Laboratory, The	103
Phillips, Robert T., & Associates, Inc.	68
Pics Photographers	85
Pope, William A., Co.	69
Precision Extrusions, Inc.	58
<i>Roy F. Cratty Advertising</i>	
Price Plastering	62

<b>R</b>	
Ray Heat & Power Co.	75
Rolscreen Co., The	68
Roman & Co.	77

<b>S</b>	
St. Paul Federal Savings & Loan Assn.	88
Santa Fe Railway	59
<i>Leo Burnett Company, Inc.</i>	
Skokie Valley Asphalt Co., Inc.	66
Sollitt, Sumner	64
Spencer, White & Prentis, Inc.	66
<i>Monitor Advertising Agency</i>	
Standard Oil Company	80
<i>D'Arcy Advertising Company</i>	

<b>T</b>	
Talcott, James, Inc.	8
<i>Doremus &amp; Company</i>	
Thomas Hoist Co.	74
Trans World Airlines, Inc.	6
Turner Construction Co.	8

<b>U</b>	
Union Pacific Railroad	9
<i>The Caples Co.</i>	
United Air Lines, Inc.	1
<i>N. W. Ayer &amp; Son, Inc.</i>	

<b>V</b>	
Vend-O-Matic Co.	10
Vierling Steel Works	7

<b>W</b>	
Wadeford Electric Co.	6
Watland, Inc.	8
<i>Glassner &amp; Associates</i>	
Wendt, O. A., Co.	7
West Woodworking Co.	6
Western Rust-Proof Co.	8
<i>Geren Advertising</i>	
Weyrich Roofing Co.	7
Wilson, Ludwig, Company	7
Woodbridge Ornamental Iron Co.	7

<b>Z</b>	
Zack Co.	7
Zisook Construction Company, Inc.	7



# ST. LAWRENCE SEAWAY "DEDICATION CRUISE"

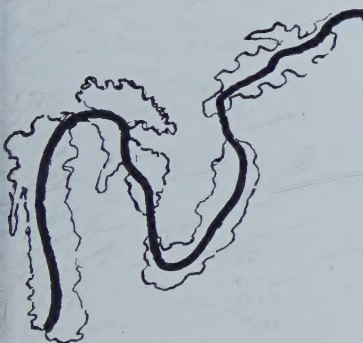
## JUNE 20 TO JULY 2



SHIP SAILS SATURDAY, JUNE 20 — RETURNS THURSDAY, JULY 2, 1959

### ANCHORS AWEIGH

Cruising the Great Lakes, the Welland Canal, the St. Clair, Detroit and St. Lawrence Rivers — including the Thousand Islands.



The Chicago Association of Commerce and Industry invites you to enjoy 12 wonderful days aboard the Steamship North American in a cruise and inspection trip that will be both pleasant and educational.

**ABOARD SHIP** — entertainment, excellent food, movies and illustrated lectures on the St. Lawrence Seaway. A distinguished passenger list, including Chicagoland business, professional and civic leaders.

### AHOY — GET ABOARD

See Mackinac Island, Detroit, Montreal, Ogdensburg, Massena, Niagara Falls and interesting places along the St. Lawrence Seaway.



*Attend the  
International Seaway  
Dedication Ceremonies*

PRESIDENT EISENHOWER  
and  
QUEEN ELIZABETH

*St. Lambert Lock*

MONTREAL, QUEBEC

JUNE 26

St. Lawrence Seaway *Dedication* Cruise — Sat., June 20 to Thurs., July 2

- ☐ A Deck (Upper) Cabins for two at \$398.00 per person
- ☐ B Deck (Middle) Cabins for two at \$385.00 per person
- ☐ C Deck (Lower) Cabins for two at \$358.00 per person

Chicago Association of Commerce and Industry

Transportation Division — 30 West Monroe St., Chicago 3, Ill.  
Enclosed is reservation fee of \$25.00 per person.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_ TITLE \_\_\_\_\_

(Single reservations made at same prices for double occupancy.)  
(Single occupancy per cabin at 1½ times per person rate.)





## More readers . . . . . more advertising- THE TRIBUNE GETS 'EM IN CHICAGO!

The Tribune sells 900,000 copies daily, 1,275,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV show! Advertisers spent over \$60,000,000 in the Tribune last

year—more than in all the other Chicago newspapers put together. Unmatched, also, is the Tribune's record of advertising results. It outpulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's. And another reason why the Tribune will produce best for you in Chicago!